

Searching & Mapping US Patents for Patentability

A 90 min online short course
by Laurence Pearson



To register, please visit:

<http://coatings.specialchem.com/online-course/1139-US-Patents-Searching-Mapping-Patentability>

To successfully develop a product that does not infringe on another's patent and may itself be patentable, a **developer** must be **aware** of existing **patents** in his area. **Lack of methodology** often turns this into a daunting task with **no guaranteed results**.

Better search & map US patents by getting practical advice to **structure your search** and to **identify connections** between patents.

This course covers practical product development cases: **filing for patentability** (Part 1) & **mapping for freedom to operate** (Part 2).

Why you should attend:

1. Review existing patents in your area of interest **without the fear of missing an important one** by structuring your search using free online databases
2. Avoid **infringement issues** by understanding not only the patent itself but also its connection to other patents for a given technology
3. Communicate clearly about product development opportunities with **clear & comprehensive patent maps**



Who is it for?

R&D people who need to become familiar with patent searching and mapping & are interested in a quick way to **get up to speed** with the significance of **IP** in their area.

Outline

The following sections will be covered during this 2-part course:

Part 1: Searching & Mapping US Patents for Patentability

1. **Quick review of Patent & Claim Structure**
2. **Types of Search & their relation to Patent Structure**
 - Mechanics of using the two common free online databases
 - Keyword Searching for Patentability
 - Searching using classification codes
 - Managing Results of a search
3. **Basics of how to plan for a patent portfolio that defends a market space**
4. **Case Study: Patent Review of a method for reducing haze in fire resistant polycarbonate compositions**

At the end of the training there will be a **Q&A Session** where you can pose questions to Laurence Pearson.

A transcript of all the questions & answers will be made available after the event.

Part 2: Searching & Mapping US Patents for Freedom to Practice

1. **How to structure freedom to practice & state of the art searches**
2. **Understanding search results for freedom to practice**
3. **Claims Mapping**
 - Types of Map Structures
 - Assessing what information to put in a map
 - Mapping trends in a technology
4. **Connections between patents**
 - Reading multiple patents & mapping patents onto each other & to products
5. **Case Study: How to Avoid FTP Issues with an Existing Patent ?**

Presented by Laurence Pearson



Laurence Pearson obtained his B.Sc. in chemistry from the *University of Aston* in Birmingham in the U.K., a Ph.D. in chemistry from the *California Institute of Technology*, and an MBA from *Heriot Watt University in Scotland*.

He spent 5 years with *Du Pont* in assignments as a research chemist before moving to *Ciba* as a technical service manager and then as the regional technical manager for Ciba's additives business in Hong Kong.



During 5 years as a technology manager for *Tredegarm film products*, Laurence obtained *USPTO registration as a patent agent and a six sigma black belt*. Since leaving TFP he has worked as a patent agent and IP consultant. Laurence is now a patent attorney, registered to practice in California and at the USPTO.

Past attendees feedback

Content: ★★★★★☆ Technical Level: ★★★★★★ Speaker: ★★★★★☆ (65 evaluations)

Erica J. , from Kraton Polymers Research:

"Very good! I have definitely learned new things. Well explained. Good examples."

Christy S. , from Akzo Nobel Coatings:

"It was a nice overview. Although I have been using www.freepatentsonline.com for a number of years. I gained some new approaches to looking at patent strategies and competitors' patent approaches (Venn diagrams, core/customer's products patent slides)."

Wang D. , from Nipsea Technologies Pte Ltd.:

"I learnt how to present the patent search results and how to link the company patent status to its development strategy."

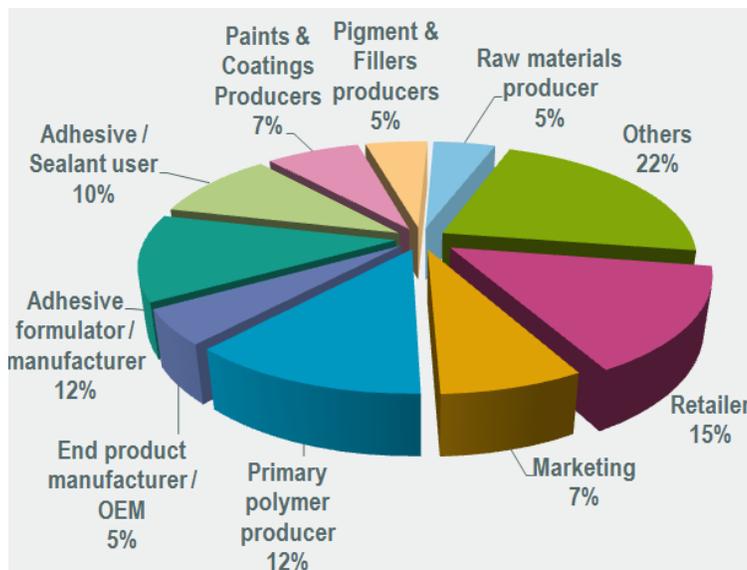
Benjamin C. , from Siegwark:

"Learnt how to begin searching patents to determine if an invention is patentable, and how to find the "white space" in the patent literature that a new invention can get a patent in."

Edmund E. , from Promerus LLC:

"While I will not be involved directly in FTP searches I now understand when I need to request one. I also understand the background searching I need to complete to justify an FTP request."

Past attendees profile



- R&D – Applied/Formulation/ Product development- 63%
 - Product design / Engineering -2%
 - Basic Research - 10%
 - Technical services/customer assistance - 7%
 - Marketing & sales –5%
- huntzman

GAF, AVEBE B.A., Haifa Chemicals, BASF, Cray Valley USA, Cabot, KCI, Baker Hughes, dsm, Tate & Lyle, Akzo Nobel Coatings, ShawCor Ltd., Carmeda,.....



Next session:

Part 1: Tue. June 7, 2016 at 10 a.m. ET / 4 p.m. CET - [Your local time](#)

Fee:

	Regular Access	Group / Multi Access
Number of attendees	Up to 3 attendees	Up to 10 attendees
Number of connections (1 Internet Access)	1 connection	Up to 3 connections
Fee (Currency Converter)	€ 290 each part	€ 580 each part

SpecialChem is not accountable for users' costs linked to participating in the Online Course, including but not limited to the phone and Internet connection fees. We provide local phone numbers when available.

Your registration includes:

- **Pdf slides** at least 24h before the live session
- **1h online short course** by an independent expert
- Live interaction with the expert during the **30-minute Q&A session**
- **Q&A Transcript** when you submit your feedback on the course
- **Expert contact details** to further discuss your projects

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- **97% satisfied attendees** in 2015

Tips to optimize cost of attending

- 1- **Attend with your colleagues:** a REGULAR access allow 3 attendees sharing the same connection



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