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Video #5
Patents

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In This Webinar...

- Understand the importance of Patents as a content source
- Different types of Patents and when you can use them
- Stealth research keywords to increase success
- Patent-based product ideas
- And much more!

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Why Patents?

- Patents represent **solutions** to problems
- Tap into the greatest inventions of all time
- Offer 3 types of content
 - Text
 - Images
 - Products

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What Types of Patents?

- Utility Patents – 20 years from filing date
 - Issued for the invention of a new and useful process, machine, manufacture, or composition of matter, or a new and useful improvement
- Design Patents – 14 years from patent grant
 - Issued for a new, original, and ornamental design for an article of manufacture

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Where to Find Patents...

- <http://www.uspto.gov>
- <http://www.google.com/patents>
- <http://www.freepatentsonline.com>

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Patent Keyword Triggers...

- Invention is directed to
- Invention relates to
- Background of the Invention
- Invention pertains to
- Abstract of the Disclosure
- Invention relates generally to
- Invention generally relates to
- Background Art
- Example
- Formula
- Formulation
- Demonstrate
- Method
- Design

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Products From Patents...

- Image-based products
- Text-based products
- Collections

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Patent Case Studies...

- Automatic Weapon
- Gluten-Free

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Next Week:

Government!

Homework Assignment:

Find Patents that interest you or fit your niche and create a product from them. Post your products in the Facebook Group page.