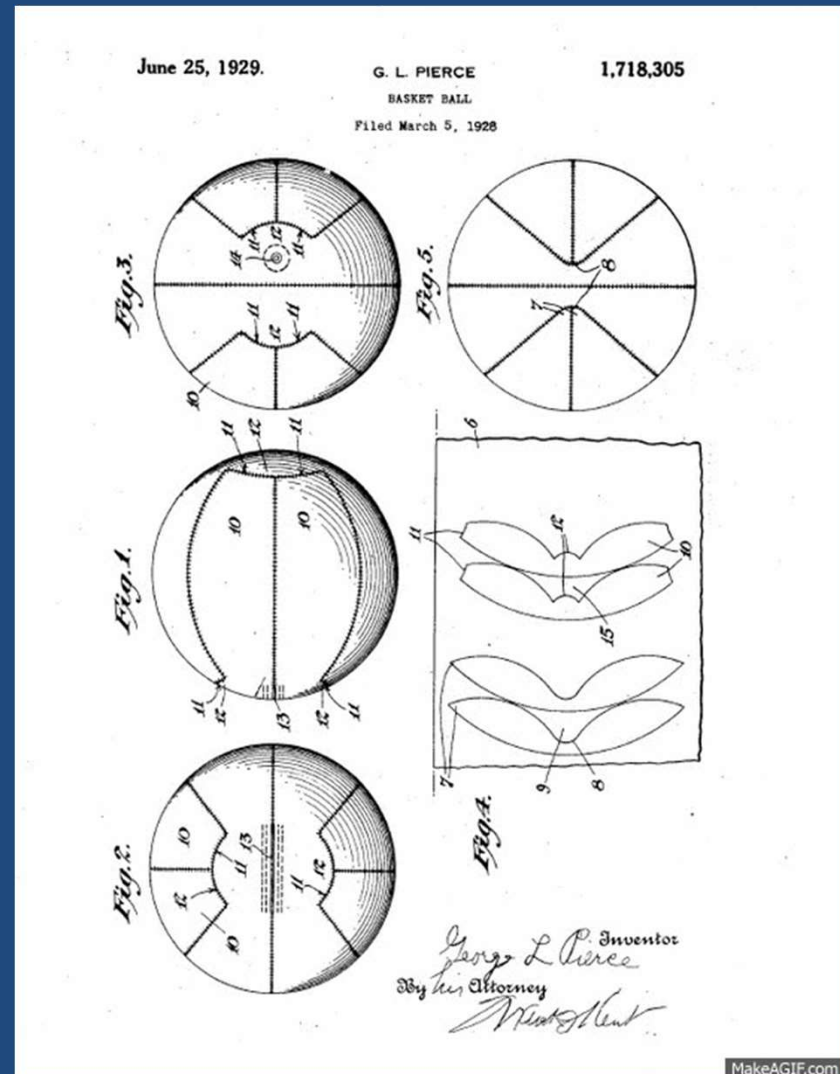


Intellectual Property

The Economic Engine of Knowledge

Laura S. Huffman
Georgia Tech IP
Advisory Board



Economic Historical Context

- Generally speaking...



1700's & early 1800's –
Agricultural Economy



1800's & early 1900's –
Industrial Economy



Late 1900's to present –
Knowledge Economy

What is intellectual property?

- “Intellectual property” (or “IP”) refers to: creations of the human mind that have commercial value and receive legal protection.
- Different than other tangible types of property like “real property” (e.g. land) and “personal property” (e.g. moveable goods).

What is intellectual property?

Device
Process



Brand



What is intellectual property?



Work of Art

Recipe



How is intellectual property an “economic engine”?

The New York Times

<http://nyti.ms/1C...>

Christopher Seward
The Atlanta Journal-
Constitution



Super Soaker creator awarded \$72.9M from Hasbro

MEDIA

The New York Times

<http://nyti.ms/1eapD5W>

Ascap Topped Streaming

BUSINESS DAY | BUSINESS BRIEFING

By BEN SISARIO MARCH 3, 2015

Marvell Ordered to Pay \$1.54 Billion in Patent Suit

IOC secures \$8bn US broadcast deal

May 8, 2014

Read later

Mogil raises \$8 million to expand beyond restaurants

Real time rewards app firm aims to power e-commerce August 20, 2015 UPDATED 6 HOURS AGO



(/staff/mike-freeman/) By Mike Freeman(/staff/m

Freudenberg Medical buys majority stake in Hemoteq

offer actually spends money at the mer...
these three credit card companies. It ha

HEALTH CARE

Pfizer Wins \$2.15B Patent Suit with Teva, Sun Pharma



market leader in
100 technology patents



By Jennifer Booton

3

6

Published June 12, 2013

FOXBusiness

Why should you care about IP?

IP Careers

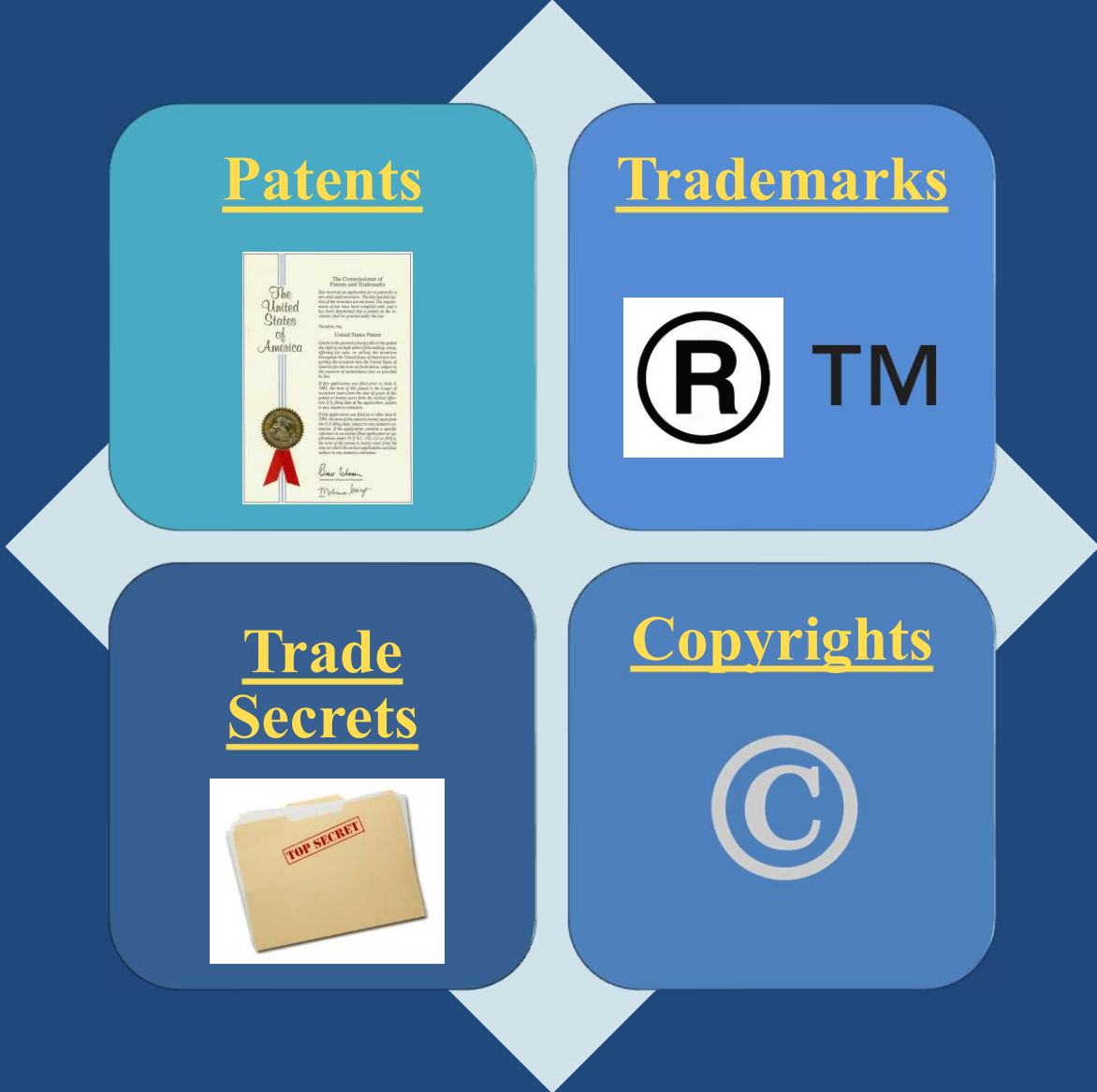


Engineers
generate and
use IP

Entrepreneurs
often rely on IP
for funding

Business managers
leverage IP

How is intellectual property protected?



Patents and Copyrights come from the U.S. Constitution

- Article I, Section 8, cl. 8:

Congress shall have the power.....

to promote the progress of science and useful arts, by securing for limited times to authors and inventors the exclusive right to their respective writings and discoveries

- Congress enacts laws that specify subject matter eligible for patent or copyright and the conditions to establish patent or copyright

PATENTS

What is a Patent?

- A patent is a legal document that gives its owner exclusive rights to a claimed invention for a limited time .
- A Patent is a *quid pro quo*:
 - The inventor discloses the invention.
 - The government grants exclusive rights to the invention for a limited period of time.

How Does a Patent Work?

- The patent owner can sue someone for infringement if they are commercializing the patented invention without the owner's permission (whether knowingly or not)
 - Commercializing means making, using, offering for sale, selling, and/or importing the invention

Example:

1. A device comprising:
 - a platform; and
 - at least one leg that supports the platform above the ground.

Infringing Devices:



How Do You Get a Patent?

Inventor
Conceives
Invention



Patent
Application



Patent Office
Examines
Application



Patent
Office/
Attorney
Negotiate



Patent
Office
Issues
Patent



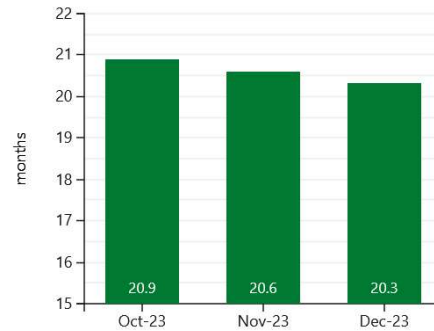
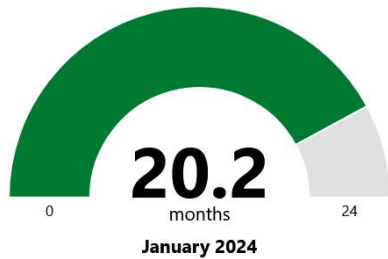
- US is now a “first to file” country
 - Lab notebooks still important

Provisional Patent Application

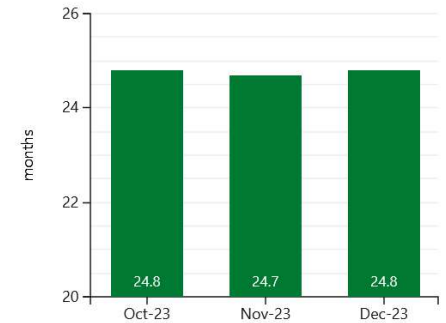
- Since June 8, 1995, the USPTO has offered inventors the option of filing a provisional application for patent
- Provisional patent is a lower-cost first filing in the United States
- The filing date of a provisional application is the date on which a written description of the invention, and drawings if necessary, are received in the USPTO
- A provisional application must also include a filing fee, and a cover sheet specifying that the application is a provisional application for patent
- The applicant has 12 months to file a nonprovisional application for patent as described above

USPTO Patent Dashboard January 2024

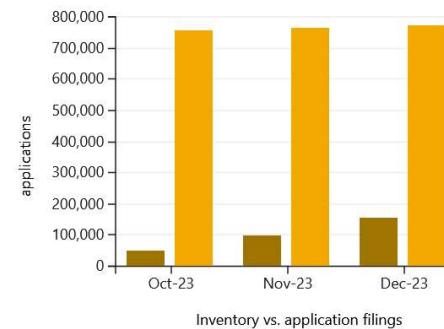
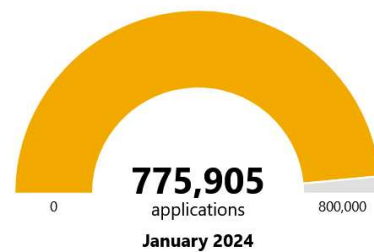
First Office Action Pendency



Traditional Total Pendency



Unexamined Patent Application Inventory



What does a Patent Look Like?

US009494937B2

(12) **United States Patent**
Siegel et al.

(10) **Patent No.:** **US 9,494,937 B2**
(45) **Date of Patent:** **Nov. 15, 2016**

(54) **METHOD AND SYSTEM FOR DRONE DELIVERIES TO VEHICLES IN ROUTE**

(71) Applicant: **HTI, IP, L.L.C.**, Arlington, VA (US)

(72) Inventors: **Robert S. Siegel**, Atlanta, GA (US); **Stephen Christopher Welch**, Atlanta, GA (US); **James Ronald Barfield, Jr.**, Atlanta, GA (US)

(73) Assignee: **Verizon Telematics Inc.**, Atlanta, GA (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 140 days.

(21) Appl. No.: **14/310,261**

(22) Filed: **Jun. 20, 2014**

(65) **Prior Publication Data**
US 2015/0370251 A1 Dec. 24, 2015

(51) **Int. Cl.**
G05D 1/00 (2006.01)
B64C 31/02 (2006.01)
B64D 1/08 (2006.01)
B64D 1/22 (2006.01)
G05D 1/10 (2006.01)
G06Q 10/08 (2012.01)
G01C 21/20 (2006.01)
G01C 21/34 (2006.01)
B64C 39/02 (2006.01)

(52) **U.S. Cl.**
CPC *G05D 1/0027* (2013.01); *B64C 39/024* (2013.01); *B64D 1/08* (2013.01); *B64D 1/22* (2013.01); *G01C 21/20* (2013.01); *G05D 1/00* (2013.01); *G05D 1/101* (2013.01); *B64C 2201/128* (2013.01); *B64C 2201/146* (2013.01); *G01C 21/3438* (2013.01); *G06Q 10/083* (2013.01)

(58) **Field of Classification Search**
CPC *G06Q 10/083*; *B64C 2201/128*; *B64C 39/024*; *G01C 21/20*; *G05D 1/00*; *G05D 1/101*
See application file for complete search history.

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2015/0332206 A1 *	11/2015	Trew	G06Q 10/0836	705/330

* cited by examiner

Primary Examiner — Yonel Beaulieu
Assistant Examiner — Thomas Ingram

(57) **ABSTRACT**
A system comprise a server configured to communicate vehicle information with a vehicle transceiver of a vehicle moving along a vehicle route and communicate drone information with a drone transceiver of a drone moving along a drone route. A computing device with a memory and a processor may be configured to communicatively connect with the server, process the vehicle information and the drone information, identify a plurality of pickup locations based in part on the vehicle information and drone information, select at least one of the plurality of pickup locations based in part on a priority score associated with a travel time to or wait time for each of the plurality of pickup locations, and update the drone route based in part on the selected pickup location.

18 Claims, 9 Drawing Sheets

Title

Inventors

Assignee

Filing Date

Patent Number

Issue Date

Prior Art Considered

Abstract

Claim Count and Drawing Sheets

What does a Patent Look Like?

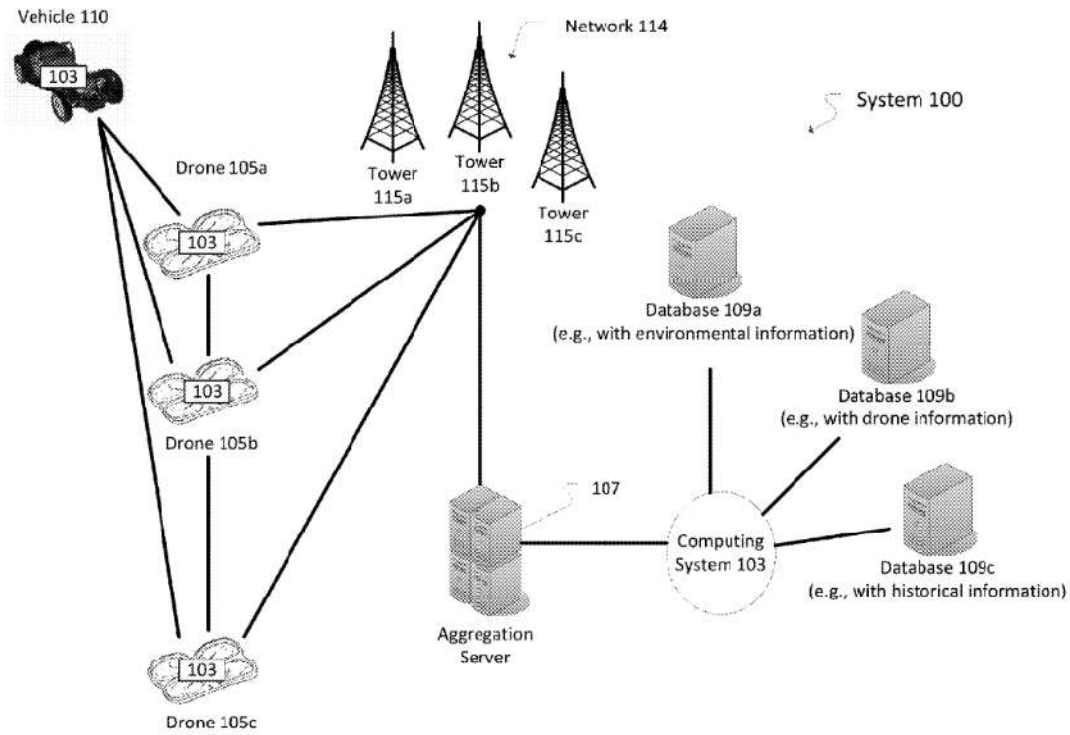


FIG-1

What are Claims?

US 9,494,937 B2

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could be added, or that certain steps described herein could be omitted. In other words, the descriptions of processes herein are provided for the purpose of illustrating certain embodiments, and should in no way be construed so as to limit the claims.

Accordingly, it is to be understood that the above description is intended to be illustrative and not restrictive. Many embodiments and applications other than the examples provided would be apparent upon reading the above description. The scope should be determined, not with reference to the above description, but should instead be determined with reference to the appended claims, along with the full scope of equivalents to which such claims are entitled. It is anticipated and intended that future developments will occur in the technologies discussed herein, and that the disclosed systems and methods will be incorporated into such future embodiments. In sum, it should be understood that the application is capable of modification and variation.

All terms used in the claims are intended to be given their broadest reasonable constructions and their ordinary meanings as understood by those knowledgeable in the technologies described herein unless an explicit indication to the contrary is made herein. In particular, use of the singular articles such as "a," "the," "said," etc. should be read to recite one or more of the indicated elements unless a claim recites an explicit limitation to the contrary.

The Abstract of the Disclosure is provided to allow the reader to quickly ascertain the nature of the technical disclosure. It is submitted with the understanding that it will not be used to interpret or limit the scope or meaning of the claims. In addition, in the foregoing Detailed Description, it can be seen that various features are grouped together in various embodiments for the purpose of streamlining the disclosure. This method of disclosure is not to be interpreted as reflecting an intention that the claimed embodiments require more features than are expressly recited in each claim. Rather, as the following claims reflect, inventive subject matter lies in less than all features of a single disclosed embodiment. Thus the following claims are hereby incorporated into the Detailed Description, with each claim standing on its own as a separately claimed subject matter.

What is claimed is:

1. A system comprising:

a server configured to:

communicate, by way of a network, vehicle information with a vehicle transceiver of a vehicle moving along a vehicle route, wherein the vehicle information at least includes a vehicle location, and

communicate, by way of the network, drone information with a drone transceiver of a drone moving

along a drone route, the drone transceiver including

a coarse-grain transceiver for communication with

the network and a fine-grain transceiver for communication with the vehicle transceiver, wherein the

drone information at least includes a drone location, wherein the coarse-grain transceiver of the drone

transceiver is configured for cellular communication with the network to rendezvous with the vehicle and the fine-grain transceiver of the drone transceiver is

configured for direct wireless communication with the vehicle transceiver to engage a docking station;

and

a computing device with a memory and a processor

configured to:

communicatively connect with the server,

process the vehicle information and the drone information,

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identify a plurality of pickup locations based in part on the vehicle information and drone information,

select at least one of the plurality of pickup locations based in part on a priority score associated with a travel time to or wait time for each of the plurality of pickup locations, and

update the drone route based in part on the selected pickup location and the vehicle location relative to the drone location.

2. The system of claim 1, wherein the processor is further configured to:

generate at least one of an updated vehicle route and an updated drone route based at least in part on at least one of the vehicle information and the drone information, and

communicate the updated route between the vehicle and the drone.

3. The system of claim 1, wherein the processor is further configured to:

receive, using the network, cargo information including a cargo location associated with a cargo to be retrieved by the drone and delivered to the vehicle,

generate an additional updated drone route based at least in part on the cargo information, and

communicate the additional updated drone route to the drone and the vehicle.

4. The system of claim 1, wherein the network is further configured to communicate traffic information to at least one of the vehicle transceiver and drone transceiver, wherein the traffic information indicates traffic congestion along the vehicle route.

5. The system of claim 4, where the processor is further configured to:

update at least one of the vehicle route and drone route based at least in part on traffic information, and

communicate the updated at least one of the vehicle route and drone route to at least the vehicle.

6. The system of 1, wherein the coarse-grain transceiver the drone transceiver is configured to receive the vehicle information from the network and the fine-grain transceiver of the drone transceiver is configured to receive a fine vehicle location from the vehicle transceiver, and wherein the processor is configured to compare the vehicle location from the network and the fine vehicle location from the vehicle transceiver.

7. The system of claim 1, wherein the coarse-grain transceiver of the drone transceiver is configured to position the drone relative to the drone route and the fine-grain transceiver is configured to position the drone relative to the vehicle.

8. The system of claim 1, wherein the coarse-grain transceiver of the drone transceiver is configured to position the drone relative to the docking station as part of the vehicle.

9. A drone comprising:

a drone transceiver including a coarse-grain transceiver for communication with a network and a fine-grain transceiver for communication with a vehicle transceiver, wherein the coarse-grain transceiver is configured to:

communicatively connect with at least a network,

transmit drone information to the network while the drone moving along a drone route to a destination point, wherein the drone information at least includes a drone location, and

- Claims are the numbered paragraphs at the end of a patent.

1. A system comprising:

a server configured to:

communicate, by way of a network, vehicle information with a vehicle transceiver of a vehicle moving along a vehicle route, wherein the vehicle information at least includes a vehicle location, and

communicate, by way of the network, drone information with a drone transceiver of a drone moving along a drone route, the drone transceiver including a coarse-grain transceiver for communication with the network and a fine-grain transceiver for communication with the vehicle transceiver, wherein the drone information at least includes a drone location, wherein the coarse-grain transceiver of the drone transceiver is configured for cellular communication with the network to rendezvous with the vehicle and the fine-grain transceiver of the drone transceiver is configured for direct wireless communication with the vehicle transceiver to engage a docking station;

and

a computing device with a memory and a processor

configured to:

communicatively connect with the server,

process the vehicle information and the drone information,

TRADE SECRETS

What is a Trade Secret?



- Information which:
 - is not generally known or reasonably ascertainable,
 - confers economic benefit on its holder, and
 - is subject to reasonable efforts to maintain its secrecy
- If stolen, you can sue for theft/misappropriation
- **But note**: if someone else comes up with it independently, you lose your protection and they could potentially patent it, thereby precluding YOU from using it
- **No registration process** for trade secrets
- Cost = “free”, except for the cost to keep it secret (can be quite high)
- Term = as so long as the information is confidential (indefinite)

Trade Secrets

- drink formula
- recipe
- survey method
- manufacturing technique
- computer algorithm

THE NEW YORK TIMES BOOK REVIEW
Best Sellers

FICTION		NONFICTION	
1st	2nd	1st	2nd
Week	On List	Week	On List
FICTION			
1	MINDSTRETCH, by Pamela McLaughlin. (Warner, \$24.95.) Trang Martinez suspects her Pilates instructor may also be a vicious serial killer.	1	CRACKED LIKE TEETH, by Dexter Eagan. (Morrow, \$25.95.) A memoir of petty crime, drunken brawls, and recovery, by a writer who was addicted to painkillers by age nine.
2	SAGEKNIGHTS OF DARKHORN, by Gerry Bannan. (Morrow, \$26.95.) Astrid Soulblighter attempts to reclaim the throne from the wicked Scarking clan. The fifteenth volume of the "Bloodrealm" series.	26	EMPANADAS IN WORCESTER, by James Witzhicki. (Farar, Straus & Giroux, \$27.50.) Traveling from Khartoum to Madras to Rhode Island, a commentator for CNN suggests globalization means a stranger but friendlier world in the 21st century.
3	THE BALTHAZAR TABLET, by Tim Drew. (Doubleday, \$24.95.) The murder of a cardinal leads a Yale professor and an underwear model to the Middle East, where they uncover clues to a conspiracy kept hidden by the Shriners.	1	WRONG: THE LIBERAL PLAN TO HIJACK YOUR LIFE AND PERVERT YOUR KIDS, by Kate Crispin. (ReganBooks/HarperCollins, \$25.95.) The host of TV's "Smashmouth" takes aim at "Hollywood mind-molesters," "media jihadis," public school teachers, and others.
4	GREAT FISH, by Liz Martin. (Simon & Schuster, \$23.95.) The Biblical story of Jonah, retold from the point of view of the whale.	3	NEEDS IMPROVEMENT IN ALL AREAS, by Marget Kilby with Sean Boyland. (ReganBooks/HarperCollins, \$29.95.) An attack on President George W. Bush, written by his former kindergarten teacher.
5	NICK BOYLE'S SHOCK BLADE: LYNCHPIN, by Simon Moskowitz. (Hrodman & Holman, \$24.99.) After a coup by Admiral Chao threatens to destroy the Internet, the ShockBlade team is forced to ally with their Chinese rivals.	4	JOCKSTRAPS AIN'T FOR EATING, by J. D. Pregerson. (St. Martin's, \$29.95.) The former



Waymo v. Uber

- Anthony Levandowski is directly involved with autonomous driving at Waymo and has a confidentiality agreement with Waymo
- December 2015 – Levandowski leaves Waymo [with 14,000 documents, including source code]
- August 2016 – Uber acquires Levandowski's new company OttoMotto for \$680M
- February 2017 – Waymo brings trade secret and patent infringement claims against Uber based on LiDAR design
 - Waymo learned of the design when it was inadvertently copied on an e-mail from a third-party vendor
- February 2017-February 2018 Waymo, Uber, and Levandowski (all of whom have their own attorneys) litigate fiercely
- May 2017 – Uber fires Levandowski

Waymo v. Uber

- February 2018 – Waymo and Uber settle. Waymo gets .3% of Uber (worth \$245m at the time). Levandowski refused to cooperate with Uber’s defense. The federal judge recommends the case for criminal investigation
- August 2019 – Levandowski is charged with 33 counts of theft and attempted theft of trade secrets.
- March 2020 – Levandowski agrees to plead guilty to one count of theft
- August 2020 – Levandowski sentenced to 18 months in federal prison, \$700,000 in restitution, and to give public speeches on “Why I Went to Federal Prison” – judge allows Levandowski to self-surrender due to health risks of Covid-19

Waymo v. Uber

- “All of us have the right to change jobs, none of us has the right to fill our pockets on the way out the door,” U.S. Attorney David Anderson said. “Theft is not innovation.”
- “The FBI will not tolerate the theft of trade secrets,” FBI Special Agent in Charge John Bennett, told NPR in an emailed statement. “These are the Crown Jewels of companies and this unlawful behavior has a real impact on our economy, local jobs, and consumers around the country and even the world. Silicon Valley is not the Wild West.”
- Levandowski’s attorneys argued he should get home confinement. U.S. District Judge William Alsup responded that would give “the green light to every future engineer to steal trade secrets. Prison time is the answer to that.”

BUSINESS

Trump pardons convicted ex-Google engineer Anthony Levandowski

By Noah Manskar

January 20, 2021 | 8:45am | Updated



Anthony Levandowski was sentenced to 18 months in prison.

Trade Secrets vs. Patents

- Trade Secret:
 - Protection lasts forever, or until someone legitimately discovers the secret.
 - No registration costs.
 - Goes into effect immediately.
- Patent:
 - Protects against reverse engineering.
 - More protection in exchange for making public.
 - TS can be patented by someone else if they legitimately come up with it.

COPYRIGHT

What is a Copyright? ©

- Anything creative
- Protects “expression” but not “ideas”
 - Paintings & Photographs
 - Movies, TV Shows, Commercials
 - Novels
 - Songs
 - Computer programs
 - Video games
- Current Works: life of author + 70 yrs. or 95 yrs. from publication for anonymous author

How do I obtain a copyright?

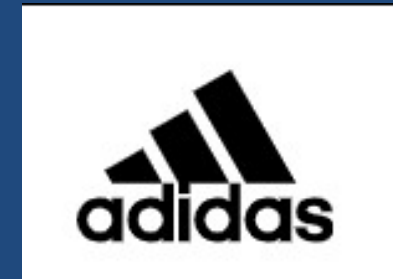
- Copyright exists from the moment work created
- Registration is not required to have rights
- Registration is required if you are suing for infringement of a U.S. work
- Registration is with U.S. Copyright Office (division of Library of Congress)



TRADEMARKS

What Is a Trademark?

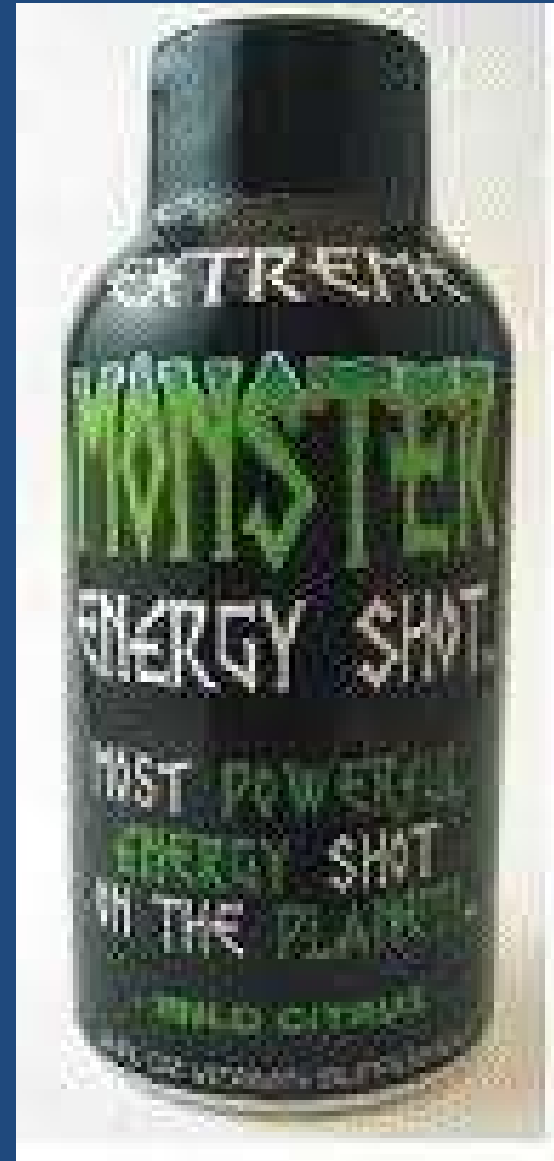
- Words -- Brands
- Symbols
- Distinctive, non-functional features
- Product or packaging designs
- Sounds



Where do trademarks come from?

- Rights can be obtained either:
 - By registration
 - state
 - federal
 - By use (common law)
 - By assignment, provided the good will is also assigned
- Rights are territorial
- Limited to specific goods and/or services
- Must police your trademarks

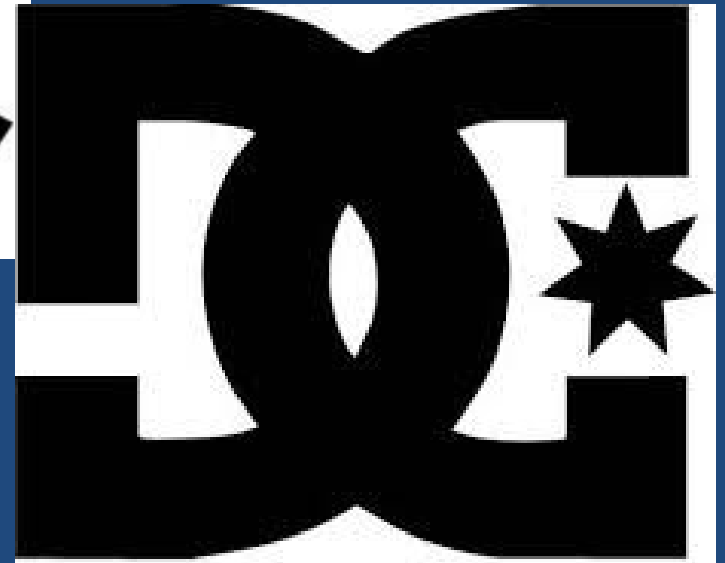
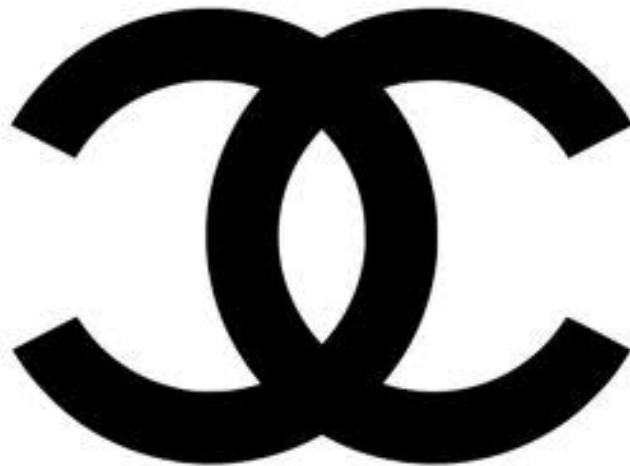
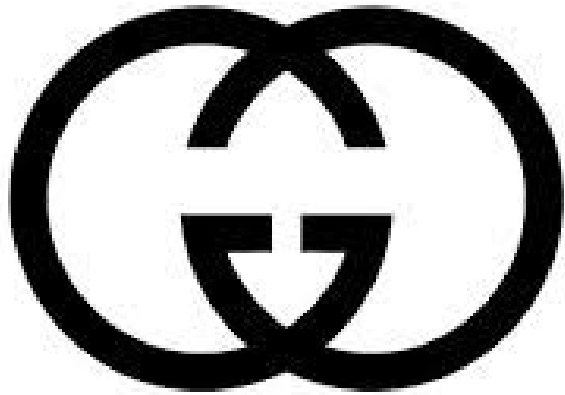
Likelihood of confusion?



Likelihood of confusion?



Likelihood of Confusion?



Likelihood of confusion?



Distinguishing the Types of IP

Legal Right	Subject Matter	Protects	Examples
Patents	Inventions	New technology	Machines, hardware, software, tools
Trade Secrets	Secrets	Useful secrets	Customer lists, pricing information, software, algorithms, business processes
Trademarks	Brands	Goodwill, brand identity	Words, symbols, logos, icons, slogans, sounds
Copyrights	Creative Works	Expression, creativity, image	Music, writings, software, photographs

How Will You Use IP?

(12) **United States Patent**
Kostelnik et al.



US00689644B2

(10) Patent No.: **US 6,896,442**
(45) Date of Patent: **May 24, 2011**

(54) **ADVANCED CONTAINMENT SYSTEM**

(75) Inventors: **Kevin M. Kostelnik**, Idaho Falls, ID (US); **Hidetoshi Kawamura**, Tokyo (JP); **John G. Richardson**, Idaho Falls, ID (US); **Masahito**

(73) Assignee: **Bechtel BV**, Falls, ID (US)

(*) Notice: Subject to the provisions of the patent law of the United States of America, this patent is granted under the provisions of the patent law of the United States of America.

(21) Appl. No.: **10/411,534**

(22) Filed: **Apr. 4, 2003**

(65) **Prior Publication**

US 2003/0175083 A1 Sep. 18, 2003

Related U.S. Patent Applications

(62) Division of application of U.S. Pat. No. 6,572,199

(60) Provisional application of U.S. Pat. No. 6,572,199

(51) **Int. Cl. 7**

(52) **U.S. Cl.**

(58) **Field of Search**

405/129.55

(56) **References**

U.S. PATENT

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INFRASTRUCTURE

Building infrastructure to improve quality of life and sustain economic growth

Infrastructure is not just about physical assets such as roads and bridges. It is also about providing people with the services, clean water, communications, logistics, and mobility that they need. With the world population expected to reach more than 9 billion by 2050, quality, safety, and reliability design infrastructure will become critical to expanding access to basic goods and services that will ensure the future and community respect, including national economic growth, and overall prosperity.



Our work

Since our founding in 1958, we have delivered to our customers:

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- 26 metropolitan airports and air systems
- 26 international airports
- More than 11,000 miles (17,700 kilometers) of highways and roads
- 100 tunnel projects with total length of more than 260 miles (420 kilometers)
- 22 nuclear energy projects
- More than 80 ports and harbors
- 50 microwave power plants
- 90 wastewater treatment facilities
- 275 miles (443 kilometers) of water transmission pipelines
- More than 180 nuclear power plant units
- More than 140,000 approved, approved, or decommissioned nuclear sites
- More than 18,000 miles (29,000 kilometers) of installed water and sewer lines
- More than 2,000 commercial and governmental buildings

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For business inquiries and customer requests

Please contact Underwriters, Bechtel Marketing Representative

PROJECT GALLERY



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Home | Civil Engineering | Erosion Control | NPDES Log Book | Resources



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JVG Engineering, Inc., professional **civil engineers** specializing in civil site design, **NPDES compliance** and stormwater management, located in Atlanta, Georgia. We offer commercial and residential civil engineering services and function as a development partner through the conceptual, design, and construction phases of your project. **JVG** will ensure that you are prepared and in compliance for erosion control and **NPDES inspections**. We provide each project with personal attention in communication, presentation of solution:

Civil Engineers Georgia

AECOM

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Integrated Solutions

Solution: Environmental Services Select a Sub-solution Search Solutions by Keyword



Our environmental services help industrial and public sector clients around the world balance growth with resiliency — achieving compliance and reducing, or eliminating, risks while protecting our natural environment.

We work closely with clients and communities to solve the most complex environmental challenges throughout the business life cycle: asset development, operations optimization, integrated products, and restoration and reuse. Our core value of Safety underpins all our work.

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For clients across industries and government agencies, our integrated delivery model supports performance-based remediation and operations, maintenance and monitoring (OM&M), as well as engineering, procurement, construction/construction management (EPC/EPCM) for capital expansion and infrastructure projects.

Technical innovation

Our collaborative Technical Practice Network enables our global community of 9,000 environmental professionals to share expertise, leading-edge technology and best practices to solve client problems. Our TPN also cooperates with trade associations and universities to extend that knowledge.

In addition, we fund research and development to drive innovation and excellence into all our project work. Our investments have produced exciting new technologies, including:

- Mobile field applications for data collection

Int. Cl.: 37, 42

Prior U.S. Cl.: 100, 103

United States Patent Office

Reg. No. 1,047,370

Registered Aug. 31, 1976

SERVICE MARK
Principal Register



NYSE: E27.22 Newsroom Countries Offices

AGEMENT COUNSELING, ENGINEERING SERVICES TO UTILITY, INDUSTRIAL, COMMERCIAL COMPANIES, GOVERNMENT AND OTHERS, IN CLASS 42 (U.S. CL.

Just as early as 1946, in commerce at least 46.

226, filed Dec. 21, 1974.

CA, Examiner

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QUESTIONS?

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Intellectual Property

The Economic Engine of Knowledge

Laura S. Huffman