

## Searching & Mapping US Patents for Patentability (Part 1)

A 90-min online short course by Laurence Pearson



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<http://www.specialchem4polymers.com/resources/etraining/register.aspx?id=880>

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**.

Enhance your skills at **searching & mapping patents** by getting practical advice to **structure your search** and to **identify connections** between patents.

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

### Why you should attend:

1. **Save time** and efforts by structuring your searches using free online databases to **review existing patents** in your area of interest
2. Avoid **infringement issues** by understanding not only the patent itself but also its connection to other patents for a given technology
3. Increase your confidence in **communicating** about product development opportunities with clear & comprehensive **patent mapping**

### 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

1. Quick review of patent and claim structure.
2. Mechanics of using the two common free online databases.
3. How to structure patentability searches.
4. How to interpret the results of a patentability search
5. The basics of how to plan for a patent portfolio that defends a market space.
6. How to structure freedom to practice and state of the art searches
7. Understanding search results for freedom to practice
8. State of the art searches
9. The basics of reading multiple patents and mapping patents onto each other and to products

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 and answers will be made available after the event.

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## 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 *Tredegar 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: ★★★★★☆ (51 evaluations)

### Steve A. from Plastopil Hazorea Company Ltd.:

"This course gives a structured technique for assessing patents and patentability."

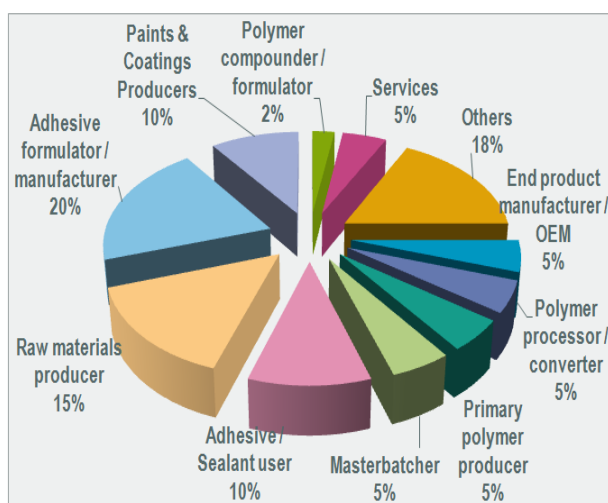
### Christy S. from Akzo Nobel Coatings:

"It was a nice overview. Although I have been using [www.freepatentsonline.com](http://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."

## Past attendees profile



- R&D-Applied/Formulation/Prod. dev. - 64%
- Tech. Service/Customer Assistance - 10%
- Basic Research - 5%
- Purchasing - 5%
- Product Design / Engineering - 5%
- Marketing / Sales – 5%
- Consulting/ Training/ Education – 5%

*L&L Products, Solutia Performance films, Baker Hughes, Bostik, The Polyolefin Company, Bayer MaterialScience AG, Akzo Nobel Coatings, ShawCor Ltd., Solvay Solexis Inc, Kior Inc. ...*

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## Next session:

Wed. October 12, 2011 at 10 a.m. ET / 4 p.m. CET - [Your local time](#)

Wed. October 26, 2011 at 10 a.m. ET / 4 p.m. CET - [Your local time](#)

## Fee per course:

	Regular Access	Group / Multi Access
<b>Number of attendees</b>	Up to 3 attendees	Up to 10 attendees
<b>Number of connections</b> (1 Internet Access + 1 phone line)	1 connection	Up to 3 connections
<b>Fee per course</b> ( <a href="#">currency converter</a> )	€ 290	€ 580

### Save 25% on one course by registering for both at the same time!

SpecialChem is not accountable for users' costs linked to participating in the e-Training Course, including but not limited to the phone and Internet connection fees. We provide local phone numbers when possible (see below). If your country is not listed, we advise you to use Skype to minimize calling costs.

### 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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