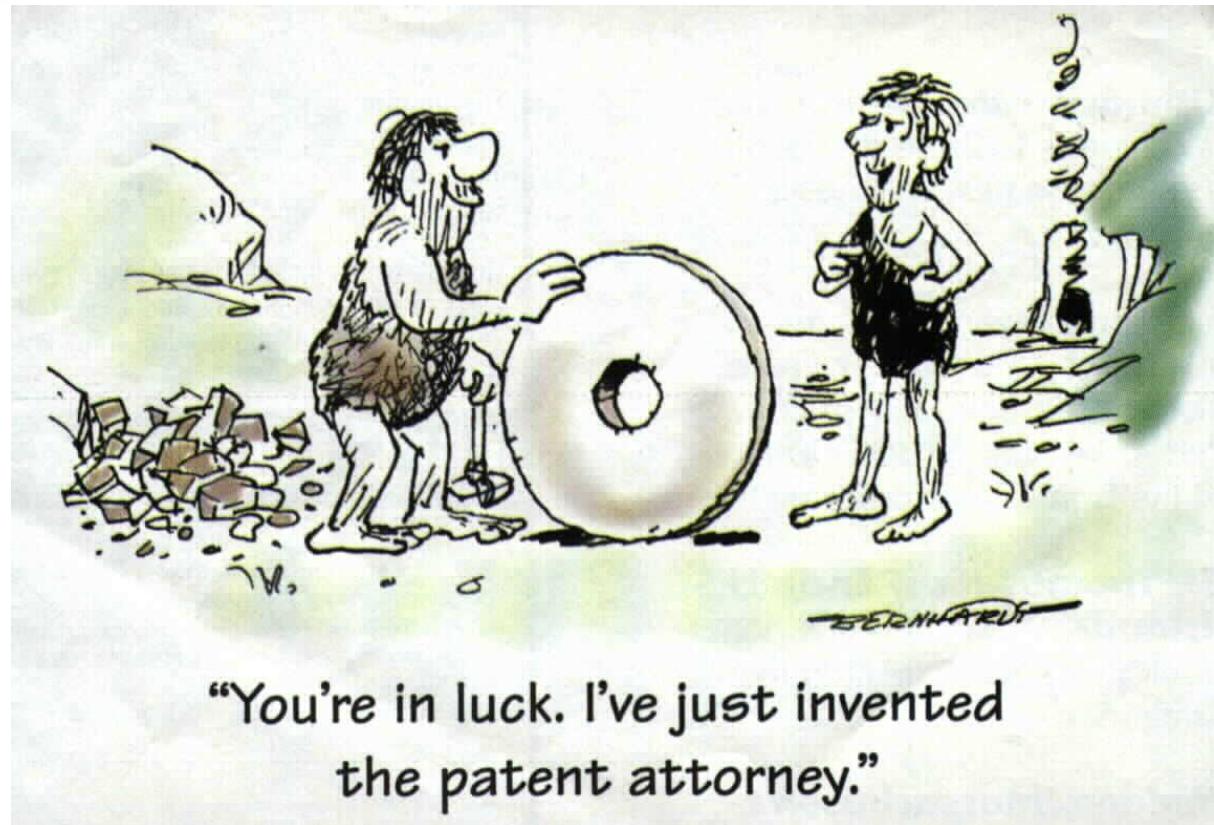


Patents Basics



“You’re in luck. I’ve just invented
the patent attorney.”

Yehuda Binder

(yehuda@microsoft.com)

About me



Technion
Israel Institute of Technology



TEL AVIV
UNIVERSITY



TEL AVIV
UNIVERSITY

B. Sc. E. E.

M. Sc. E. E.

M. B. A.



**May
Patents**



- **120 Issued US patents (50+ pending)**
- **250+ Issued worldwide patents**

- **6 U.S. Litigations:**
 - SercoNet vs. Asoka
 - SercoNet vs. Merlot
 - SercoNet vs. Netgear
 - MOSAID vs. ShoreTel
 - MOSAID vs. Cisco (ITC + Delaware)

Not a patent attorney !!!

כלכליסט

ראשי | 7/24 | באード | חטוק | **טביזות** | **תעודות סל** | **קרנות** | נדלין | **טכנולוגיות** | משפט | פודען | בארכז | ע

טכמולוגיה וטליהו | PLAY | סטארס-אפ | היסקונט סיון | אינטנסט | המדריכים | TV Zone

טכנולוגיות

בלעד: שיא במכירת קניין רחמי - 20 מיליון דולר לפטנט ישראלי

שנה לאחר שהביס WiFi את סורקונט, מוכר המנכ"ל יהודה בינדר את הקניין הרוחני, כ-300 פטנטים, למוסאיד הקרןית. הרוחות יחוור למשקיעים: פיטנגו, פלאטיפם, שרטט-פודים, אליס וൺ'רס ו-DTP, שבראשות דן קורן

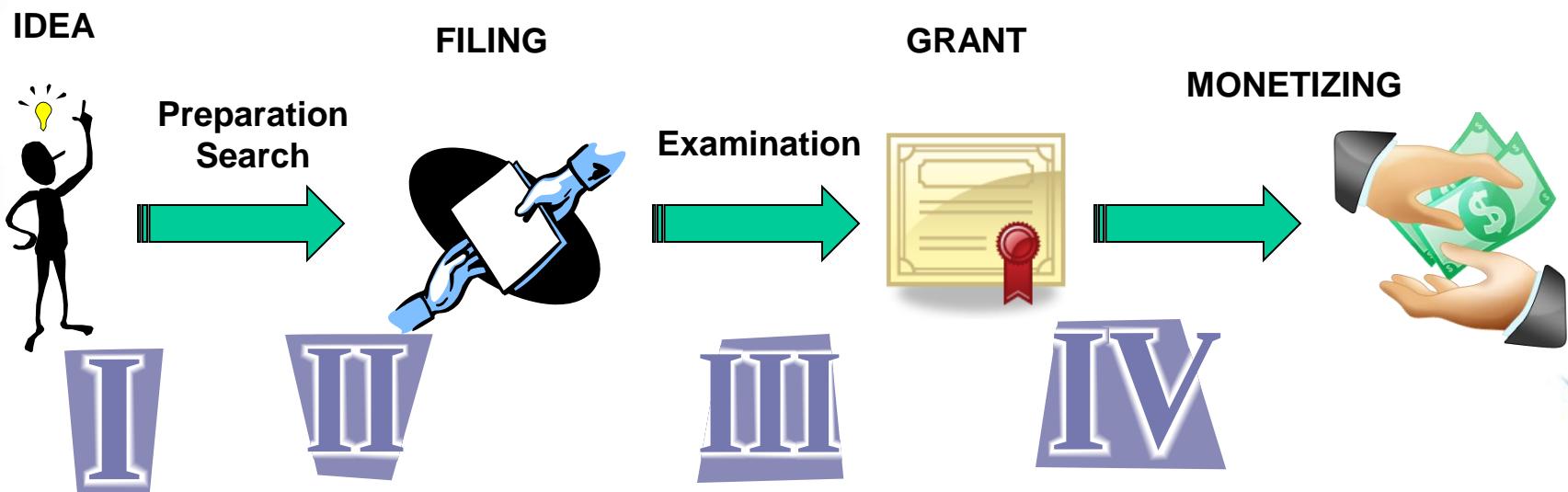
זק גלעד
07:03, 19.03.09
4 תגובות



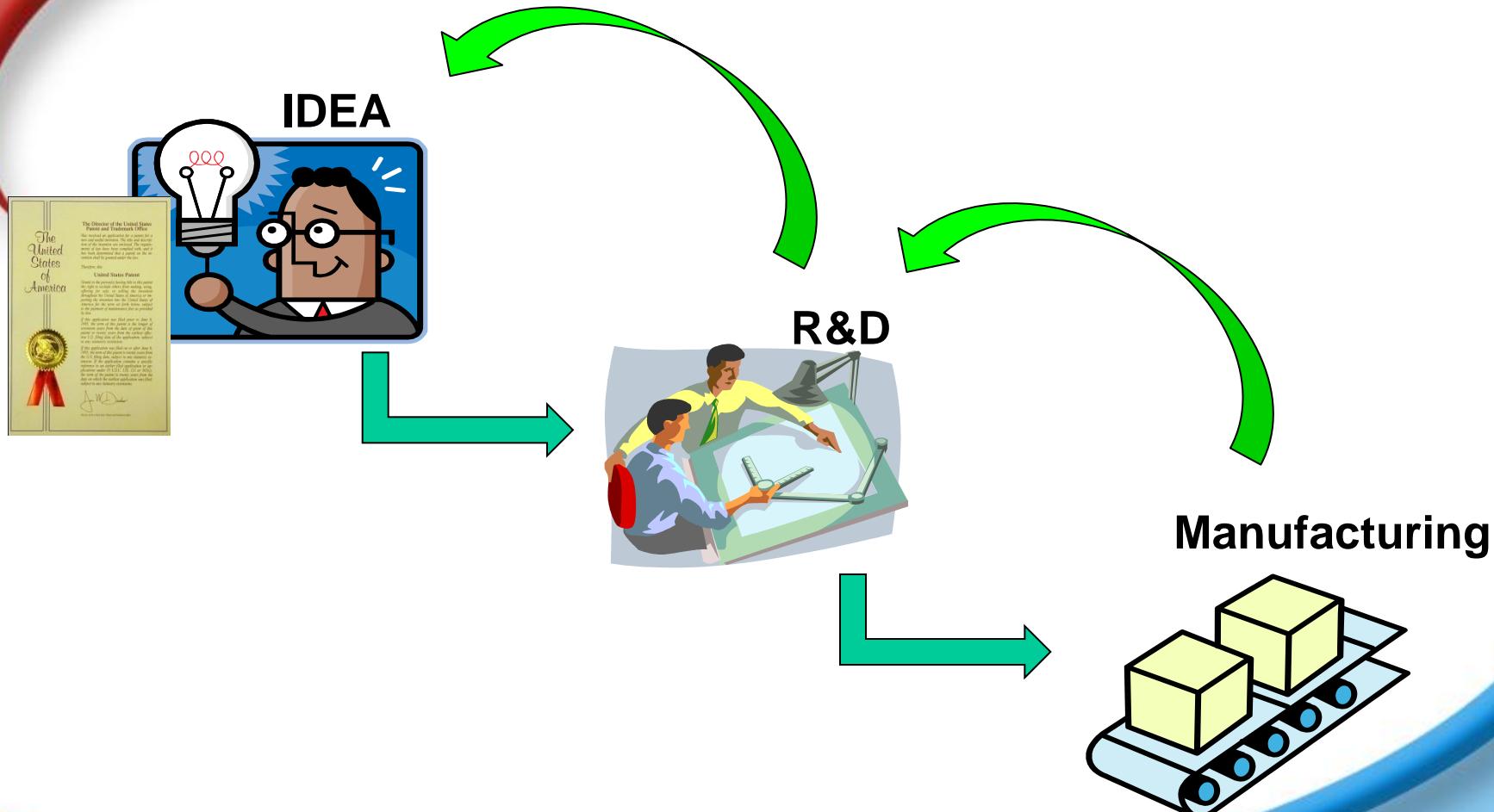
יהודה בינדר, המנכ"ל
השתלט על
בillion אורייל כתן

תגיות קשורות לכתבת

Presentations Structure

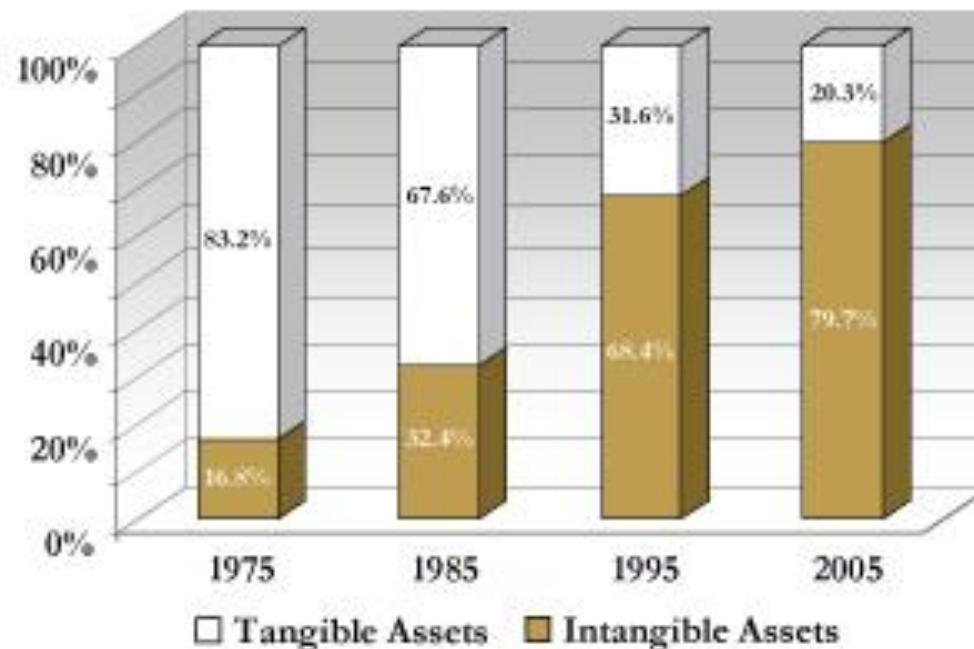


Innovation Flow



Intellectual Property Value

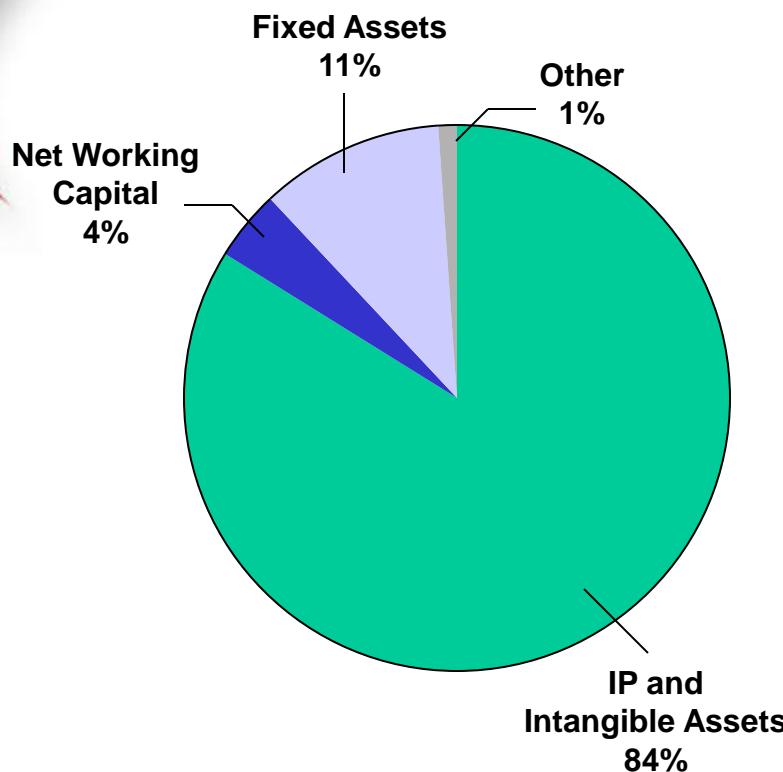
Components of S&P 500 Market Value



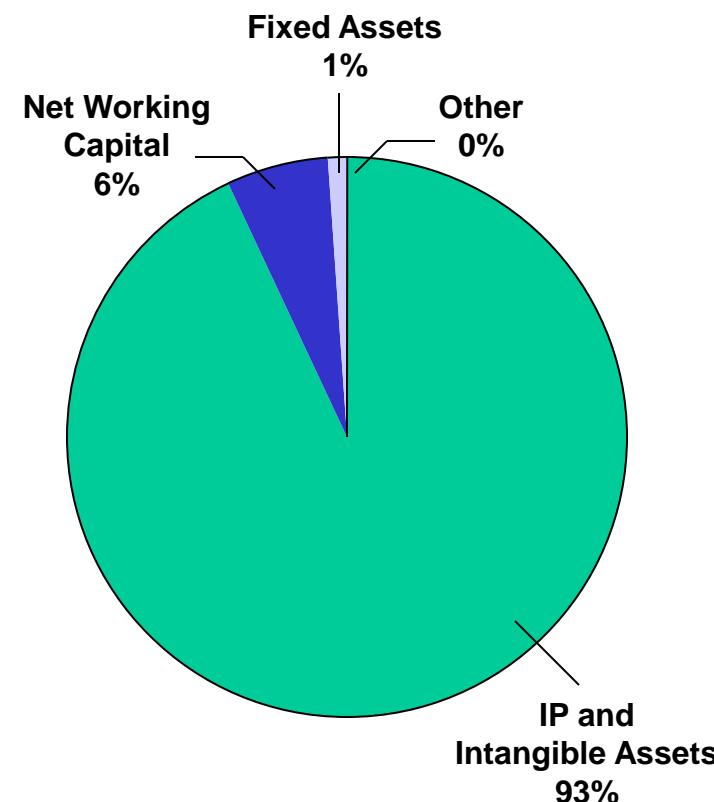
Source: Ned Davis Research

Intangible Value

Procter and Gamble



Amazon.com



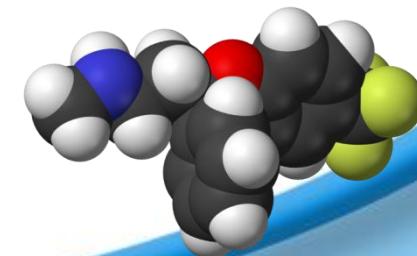
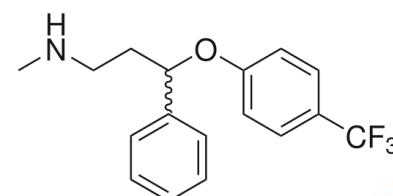
Source: W. Anson, "How Intangible Assets Drive Capitalization" les Nouvelles, September 1999

The \$35B Patent...

- Aug. 8, 2000: Federal Appeals Court invalidates Prozac patent
- Eli Lilly market cap dropped from \$110B to \$75B



Lilly



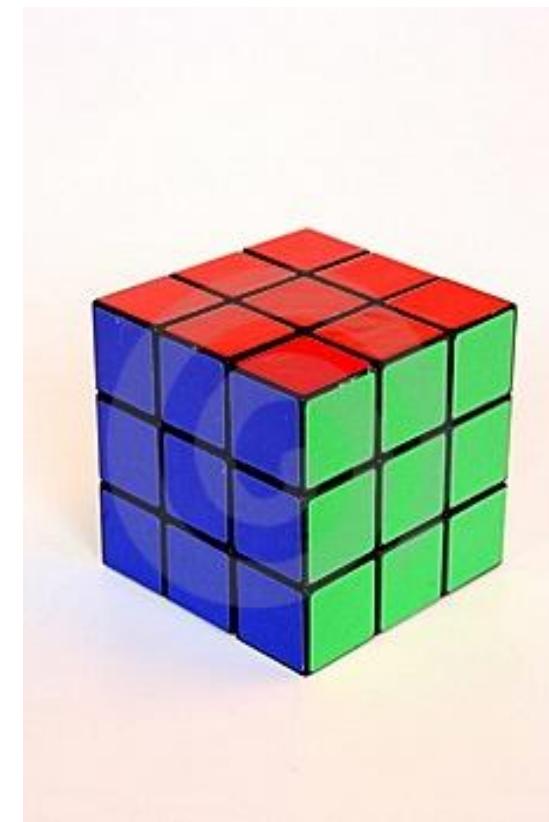
Famous Infringement Lawsuit

Polaroid



- 12 Patents infringed.
- 1990, Judgement for Polaroid: \$909,457,789 !!!!

What not to do....



What not to do....



parc
Palo Alto Research Center



What to do....



\$10-12B per year...

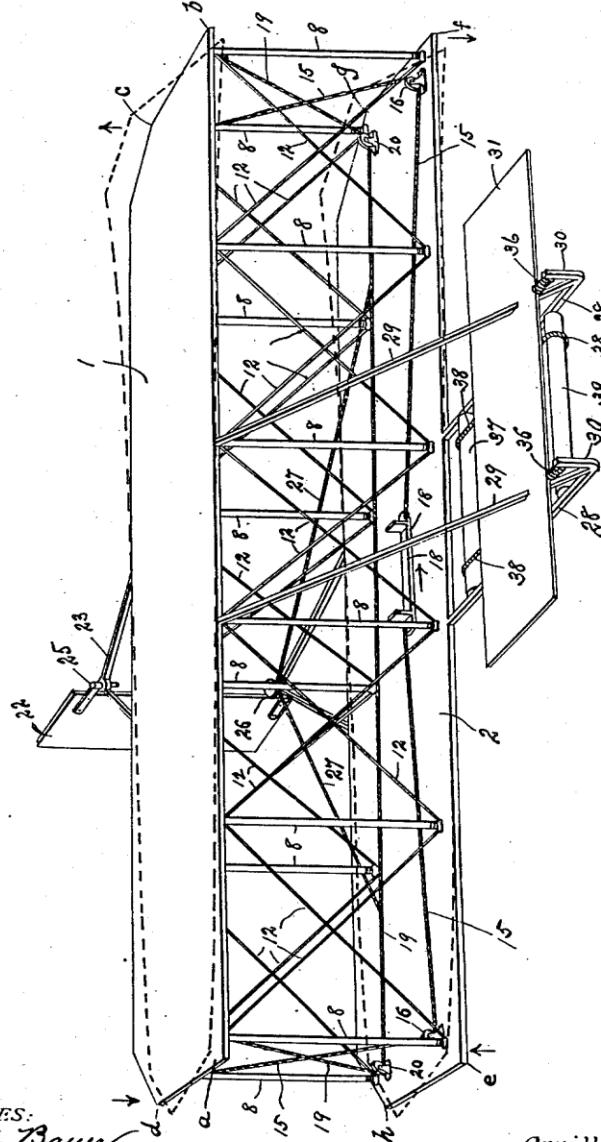


\$3B per year, 50-100% growth

O. & W. WRIGHT.
 FLYING MACHINE.
 APPLICATION FILED MAR. 23, 1903.

3 SHEETS—SHEET 1.

FIG. 1.



WITNESSES:

William F. Bauer.

Irvine Miller.

INVENTORS:

Orville Wright
 Wilbur Wright
 BY
H. A. Gardner,
 ATTORNEY.

Dec. 31, 1935.

C. B. DARROW

2,026,082

BOARD GAME APPARATUS

Filed Aug. 31, 1935

7 Sheets-Sheet 1

Fig. 1.



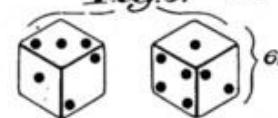
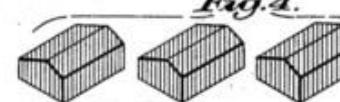
Fig. 2.



Fig. 3.



Fig. 4.



Inventor:
Charles B. Darrow
by May, Board, Game and Toy, and brother.
Allys.

K. C. GILLETTE.

RAZOR.

APPLICATION FILED DEC. 3, 1901.

NO MODEL.

Fig. 1.

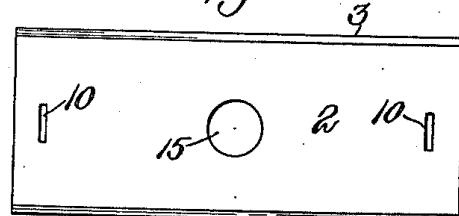


Fig. 4.

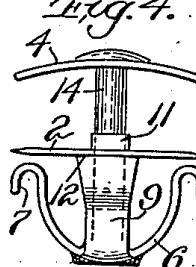


Fig. 5.

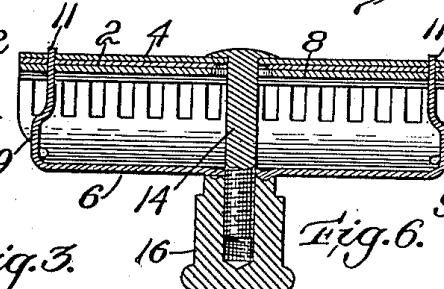
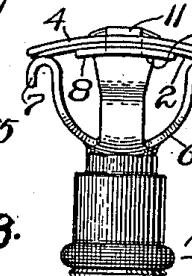
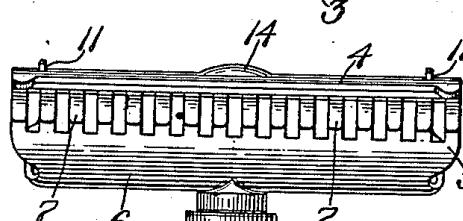
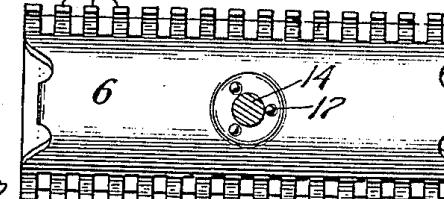


Fig. 2.

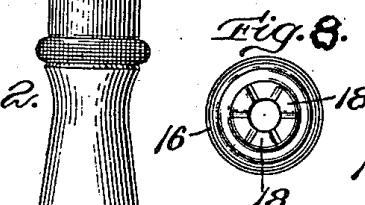


Fig. 8.

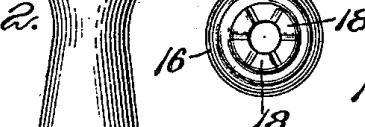


Fig. 3.

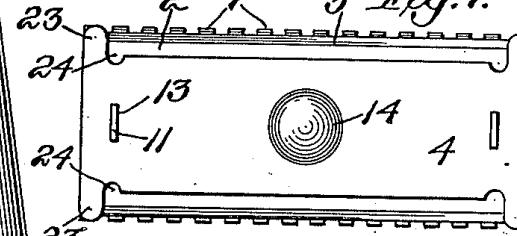


Fig. 6.

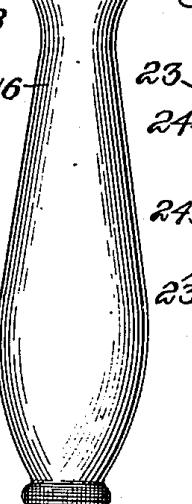
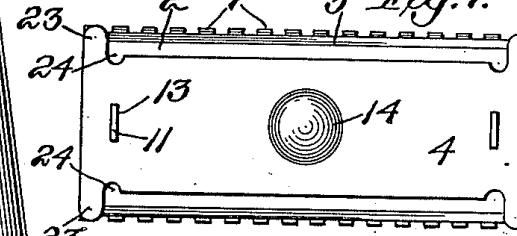
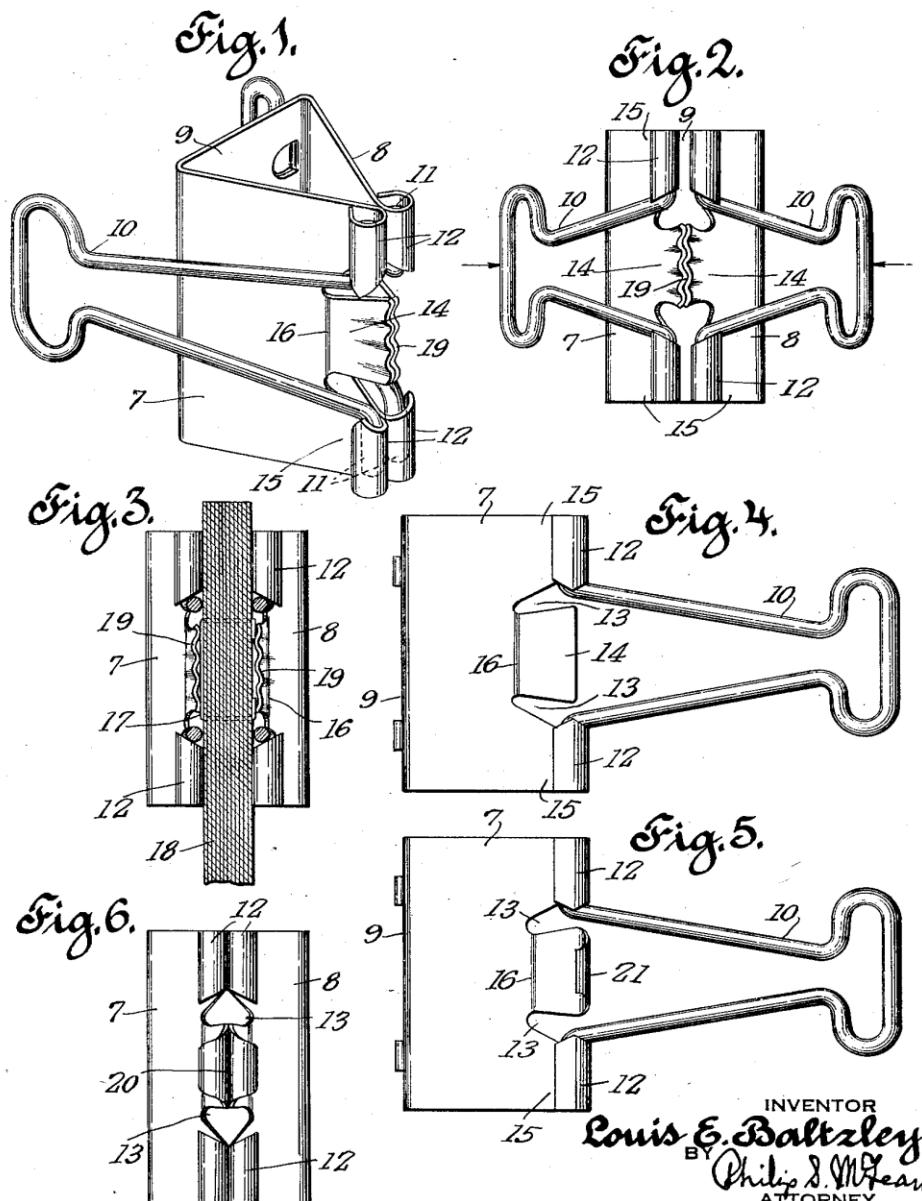


Fig. 7.



BINDER CLIP
Filed Feb. 27, 1930

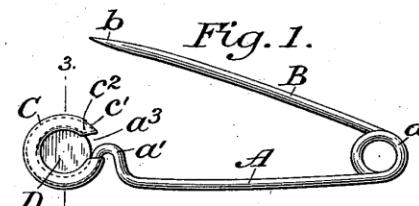


Fig. 1.

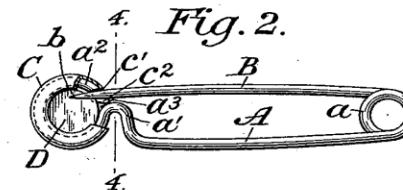


Fig. 2.

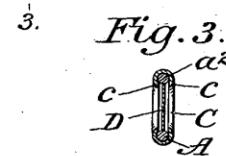


Fig. 3.

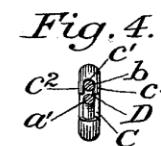


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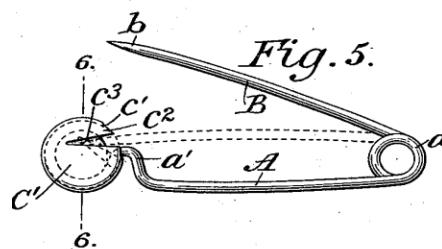


Fig. 5.

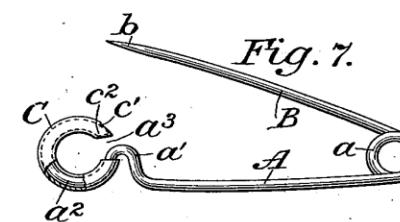


Fig. 7.

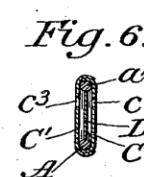


Fig. 6.

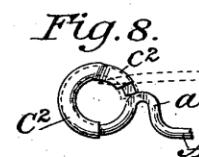


Fig. 8.



Fig. 10.

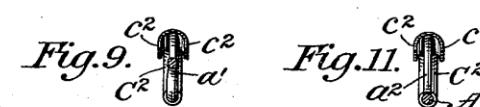


Fig. 9.



Fig. 11.

Attest:

*A. N. Jesbera.**Chas. E. Capworth.*

Inventor:

*Charles A. Bryant
by Redding & Kidder
Atlys.*

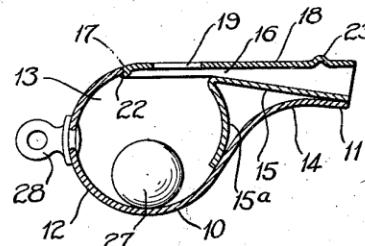
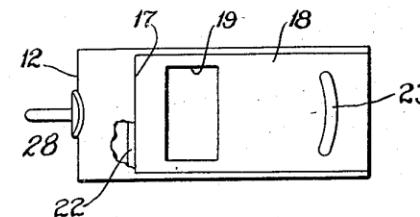
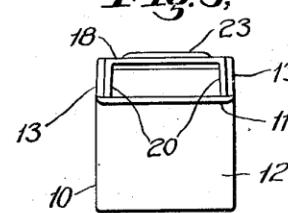
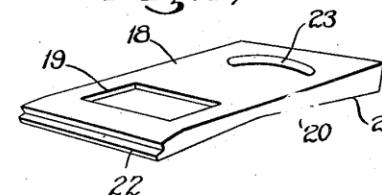
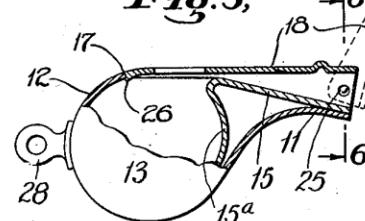
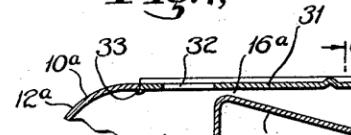
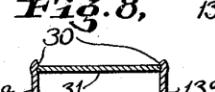
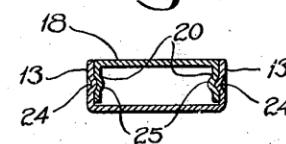
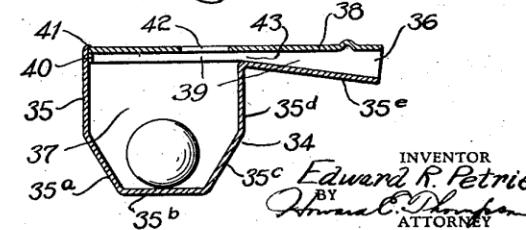
Feb. 25, 1930.

E. R. PETRIE

1,748,460

WHISTLE

Filed Jan. 30, 1929

Fig. 1,*Fig. 2,**Fig. 3,**Fig. 4,**Fig. 5,**Fig. 7,**Fig. 6,**Fig. 9,*



July 7, 1936.

H. F. PHILLIPS

2,046,343

SCREW

Filed July 3, 1934

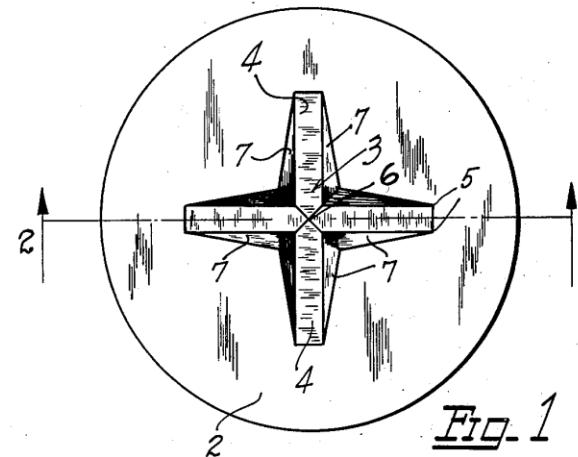


Fig. 1

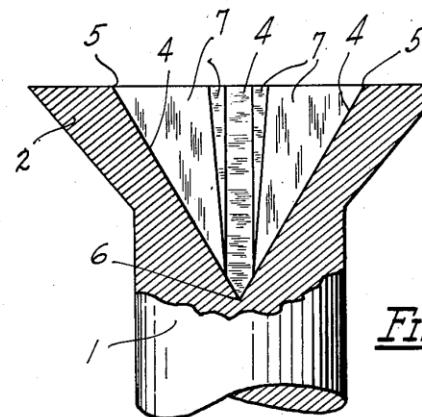


Fig. 2

HENRY F. PHILLIPS.

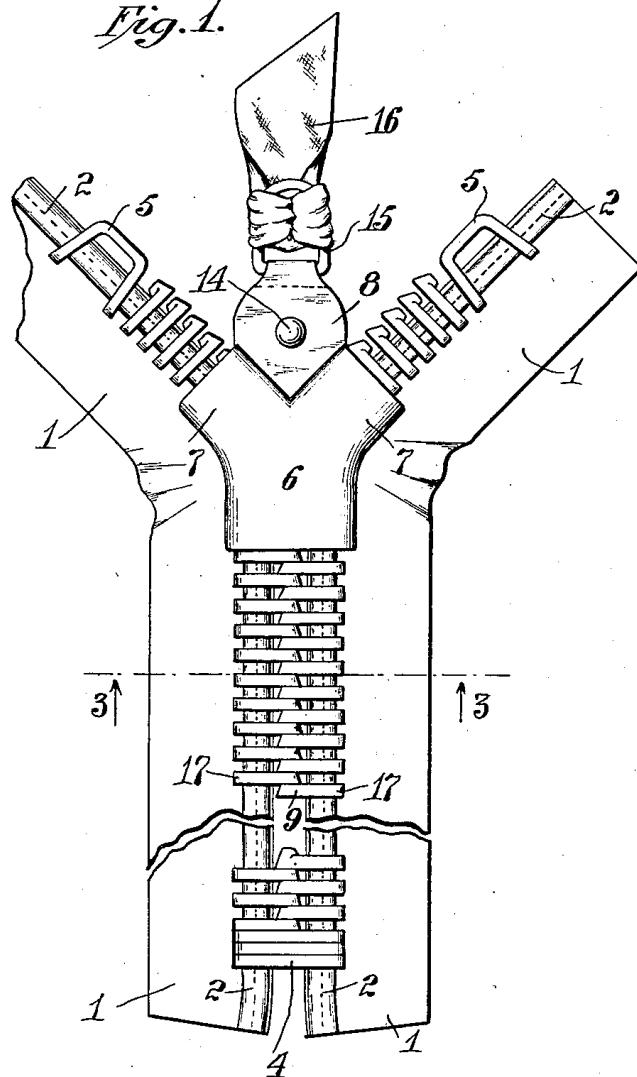
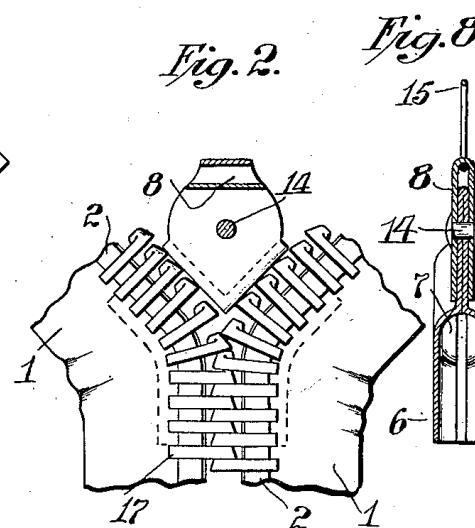
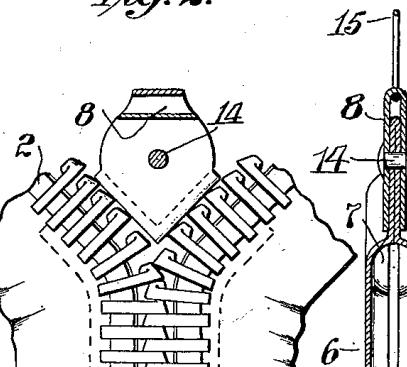
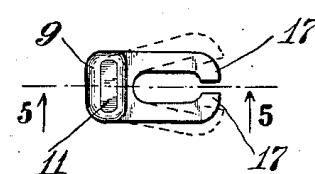
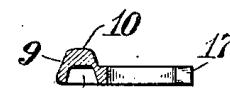
INVENTOR.

BY James D. Girard
ATTORNEYS.

G. SUNDBACK,
SEPARABLE FASTENER,
APPLICATION FILED AUG. 27, 1914.

1,219,881.

Patented Mar. 20, 1917.

Fig. 1.*Fig. 2.**Fig. 3.**Fig. 4.**Fig. 5.*

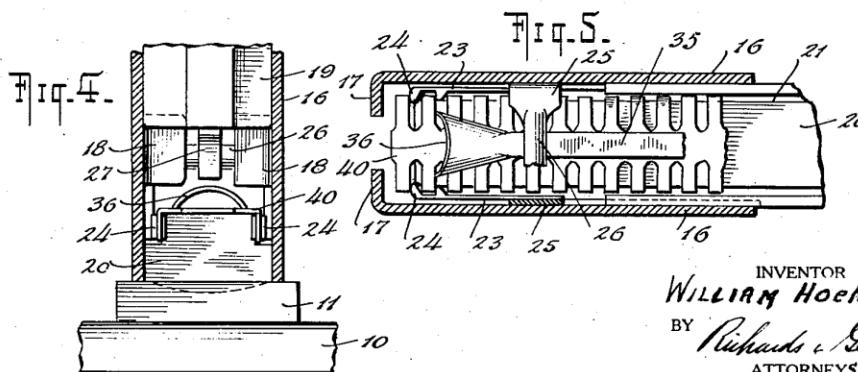
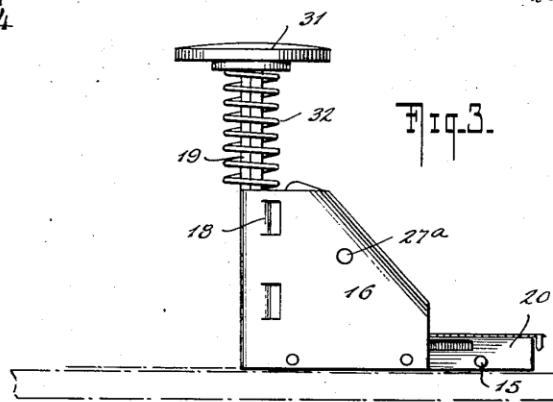
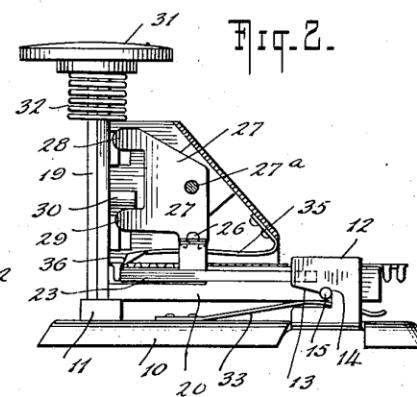
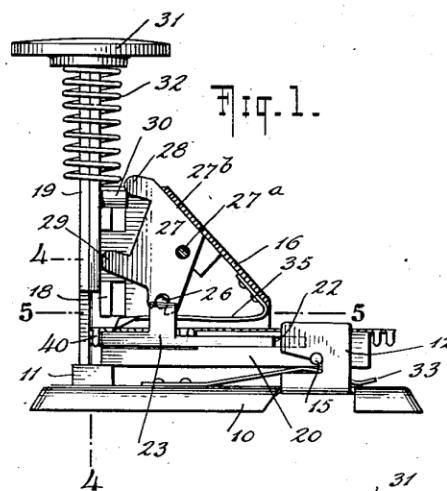
Sept. 9, 1924.

1,507,775

W. HOEHN

STAPLING MACHINE

Filed July 11, 1923

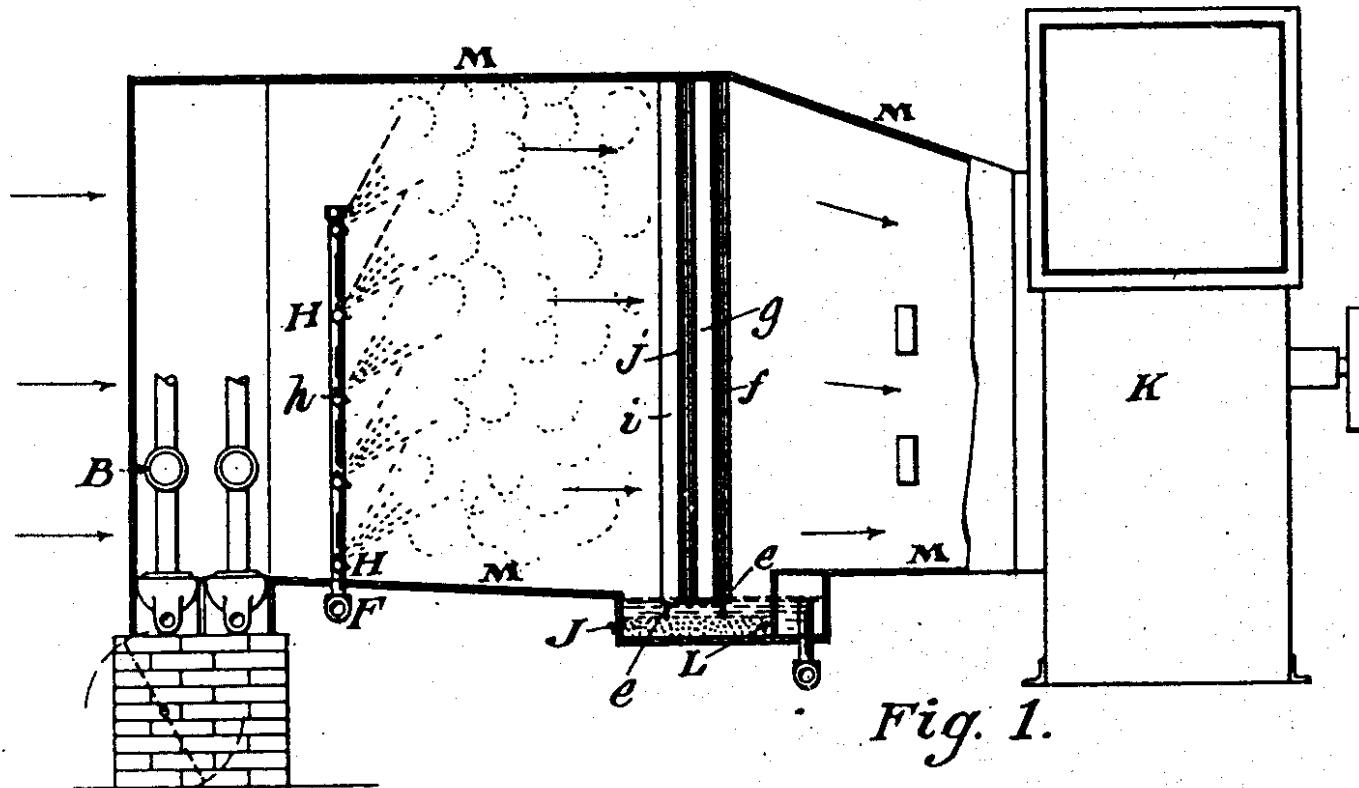


INVENTOR
WILLIAM HOEHN
BY Richards & Seier
ATTORNEYS

No. 808,897.

PATENTED JAN. 2, 1906.

W. H. CARRIER.
APPARATUS FOR TREATING AIR.
APPLICATION FILED SEPT. 18, 1904.



[54] DIGITAL ENCODING PROCESS

[75] Inventors: **Bernhard Grill**, Rednitzhembach; **Karl-Heinz Brandenburg**, Erlangen; **Thomas Sporer**, Fürth; **Bernd Kürten**; **Ernst Eberlein**, both of Grossenseebach, all of Germany

[73] Assignee: **Fraunhofer Gesellschaft zur Foerderung der angewandten Forschung e.V.**, Munich, Germany

[21] Appl. No.: 380,135

[22] Filed: Jan. 26, 1995

Related U.S. Application Data

[63] Continuation of Ser. No. 169,768, Dec. 20, 1993, abandoned, which is a continuation of Ser. No. 768,239, filed as PCT/DE90/00286, Apr. 12, 1990, abandoned.

[30] Foreign Application Priority Data

Apr. 17, 1989 [DE] Germany 39 12 605.6

[51] Int. Cl.⁶ G01L 3/02; G01L 9/00

[52] U.S. Cl. 395/2.12; 395/2.09; 395/2.1; 395/2.91

[58] Field of Search 381/36-53, 29, 381/31; 395/2, 2.87; 348/412

[56] References Cited

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5,222,189	6/1993	Fielder 395/2.38
5,341,457	8/1994	Hall, II et al. 395/2.35

Primary Examiner—David K. Moore

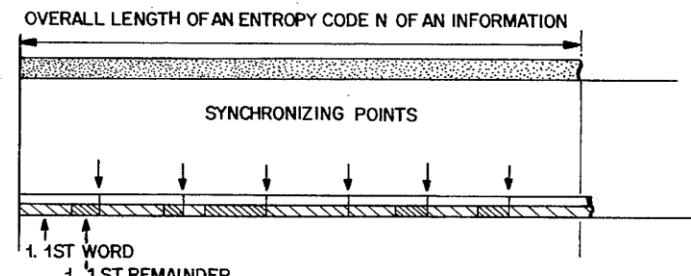
Assistant Examiner—Tariq Hafiz

Attorney, Agent, or Firm—Evenson, McKeown, Edwards & Lenahan, P.L.L.C.

[57] ABSTRACT

A digital encoding process for transmitting and/or storing acoustical signals and, in particular, music signals, in which scanned values of the acoustical signal are transformed by means of a transformation or a filter bank into a sequence of second scanned values, which reproduce the spectral composition of the acoustical signal, and the sequence of second scanned values is quantized in accordance with the requirements with varying precision and is partially or entirely encoded by an optimum encoder, and in which a corresponding decoding and inverse transformation takes place during the reproduction. An encoder is utilized in a manner in which the occurrence probability of the quantized spectral coefficient is correlated to the length of the code in such a way that the more frequently the spectral coefficient occurs, the shorter the code word. A code word and, if needed, a supplementary code is allocated to several elements of the sequence or to a value range in order to reduce the size of the table of the encoder. A portion of the code words of variable length are arranged in a raster, and the remaining code words are distributed in the gaps still left so that the beginning of a code word can be more easily found without completely decoding or in the event of faulty transmission.

32 Claims, 2 Drawing Sheets



- Largest possible single word length equals synchronization frame
- 1st to N/Z word of an information beginning respectively after the length of the longest possible word
- Remainder left over per synchronization frame, which is filled with the remaining bits following the allocation of the sites having a defined beginning
- "extending" bits, which are arranged in the 1st remainder

The First MP3 Patent

[54] CRYPTOGRAPHIC COMMUNICATIONS SYSTEM AND METHOD

[75] Inventors: **Ronald L. Rivest**, Belmont; **Adi Shamir**, Cambridge; **Leonard M. Adleman**, Arlington, all of Mass.

[73] Assignee: **Massachusetts Institute of Technology**, Cambridge, Mass.

[21] Appl. No.: 860,586

[22] Filed: Dec. 14, 1977

[51] Int. Cl.³ H04K 1/00; H04I 9/0

[52] U.S. Cl. 178/22.1; 178/22.1

[58] Field of Search 178/22, 22.1, 22.11
178/22.14, 22.1

[56] References Cited

U.S. PATENT DOCUMENTS

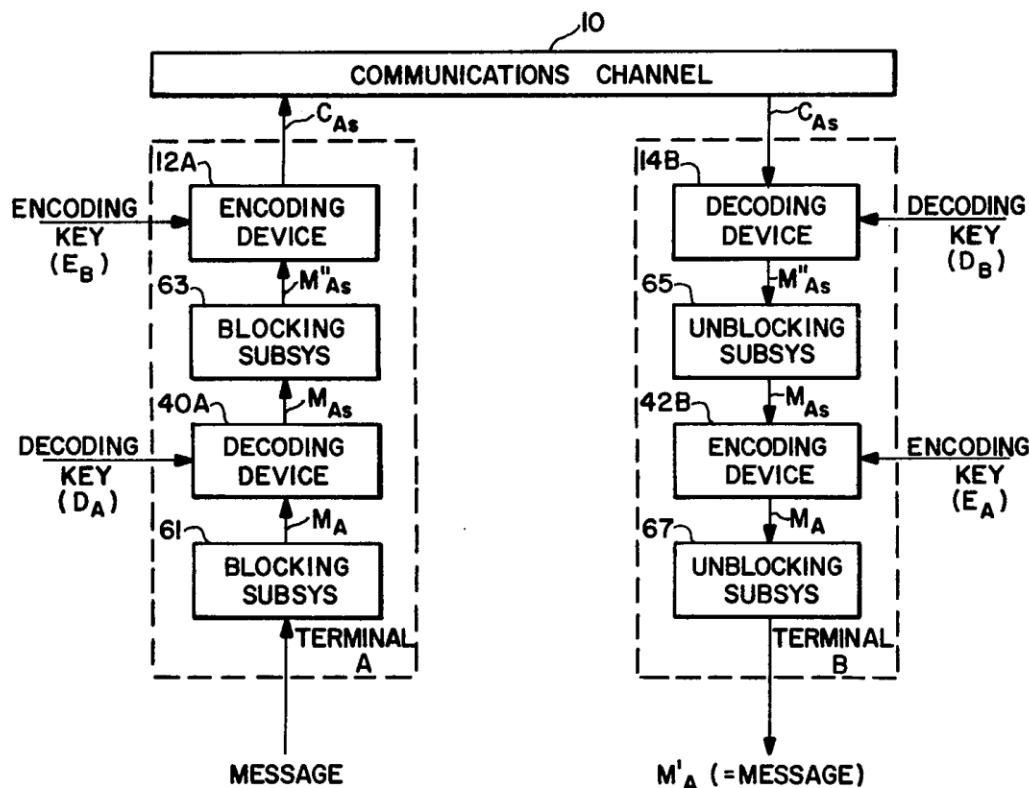
3,657,476 4/1972 Aiken 178/2

OTHER PUBLICATIONS

Primary Examiner—Sal Cangialosi
Attorney, Agent, or Firm—Arthur A. Smith, Jr.; Robert J. Horn, Jr.

[57] ABSTRACT

A cryptographic communications system and method. The system includes a communications channel coupled to at least one terminal having an encoding device and to at least one terminal having a decoding device. A message to be transferred is enciphered to ciphertext at



United States Patent [19]

Eastman et al.

[11] Patent Number: 4,464,650

[45] Date of Patent: Aug. 7, 1984

[54] APPARATUS AND METHOD FOR COMPRESSING DATA SIGNALS AND RESTORING THE COMPRESSED DATA SIGNALS

[75] Inventors: Willard L. Eastman, Lexington, Mass.; Abraham Lempel; Jacob Ziv, both of Haifa, Israel; Martin Cohn, Arlington, Mass.

[73] Assignee: Sperry Corporation, New York, N.Y.

[21] Appl. No.: 291,870

[22] Filed: Aug. 10, 1981

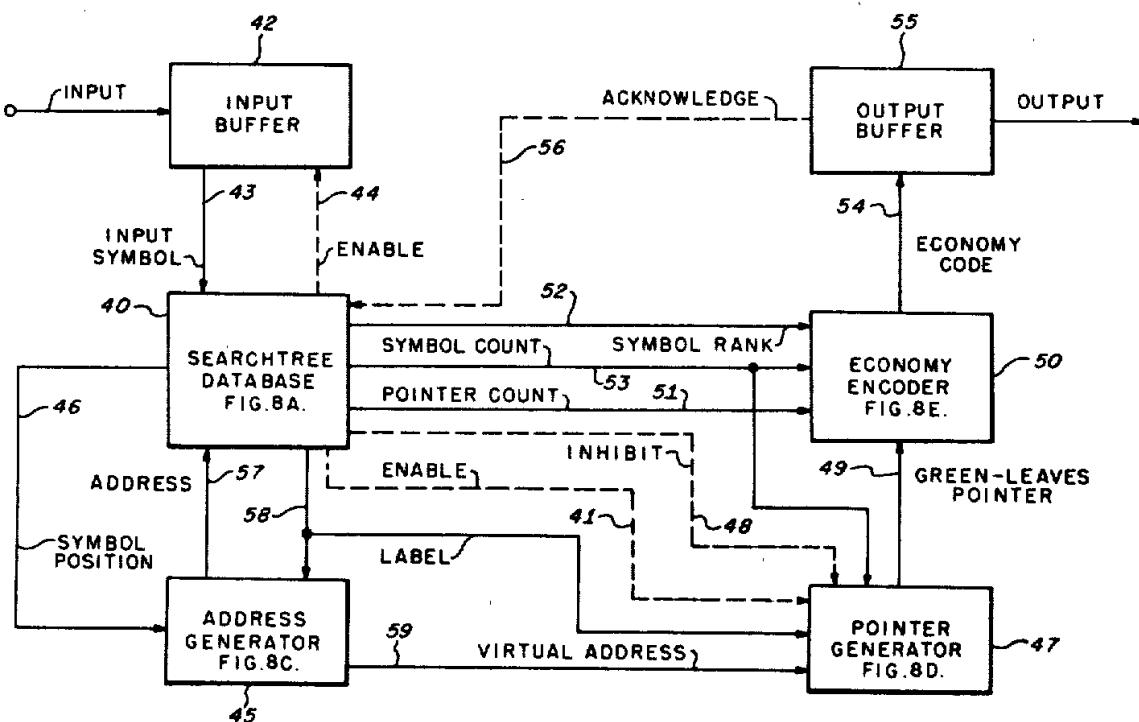
[51] Int. Cl.³

[52] U.S. Cl. 340/347 I

[58] Field of Search 340/347 D

[57] ABSTRACT

A compressor parses the input data stream into segments where each segment comprises a prefix and the next symbol in the data stream following the prefix. The prefix of a segment is the longest match with a previously parsed segment of the data stream. The compressor constructs a search tree data base to effect the parsing and to generate a pointer for each segment pointing to the previous segment matching the prefix. The search tree comprises internal nodes including a root and exten-



May 15, 1962

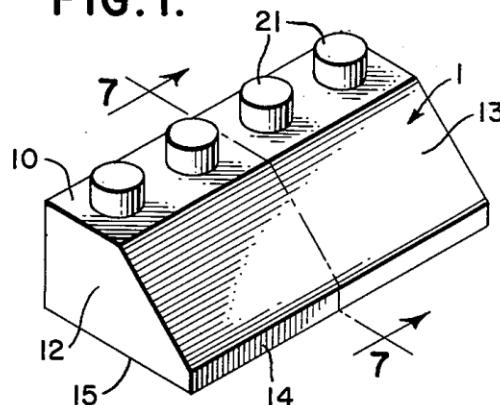
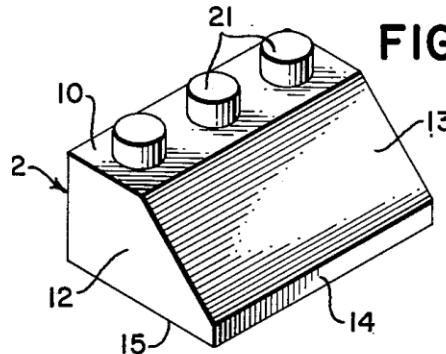
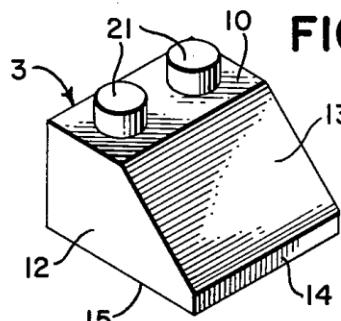
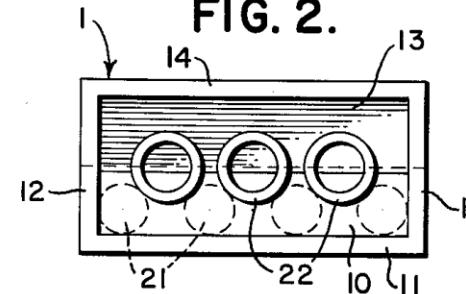
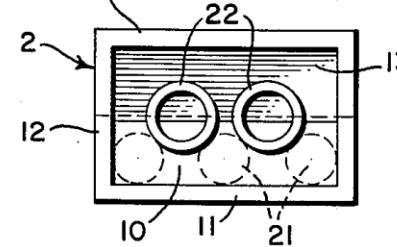
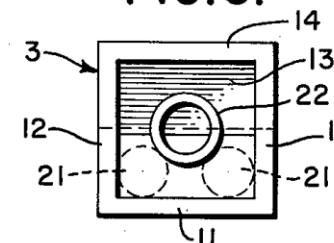
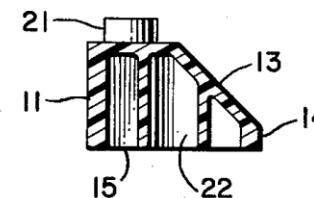
G. K. CHRISTIANSEN

3,034,254

TOY BUILDING SETS AND BUILDING BLOCKS

Filed March 2, 1959

2 Sheets-Sheet 1

FIG. 1.**FIG. 3.****FIG. 5.****FIG. 2.****FIG. 4.****FIG. 6.****FIG. 7.****FIG. 9.**

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

(10) **Patent No.:** US 7,627,343 B2
(45) **Date of Patent:** *Dec. 1, 2009

(54) **MEDIA PLAYER SYSTEM**

(75) Inventors: **Anthony M. Fadell**, Portola Valley, CA (US); **Stephen Paul Zadesky**, San Carlos, CA (US); **John Benjamin Filson**, Los Altos, CA (US)

(73) Assignee: **Apple Inc.**, Cupertino, CA (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 427 days.

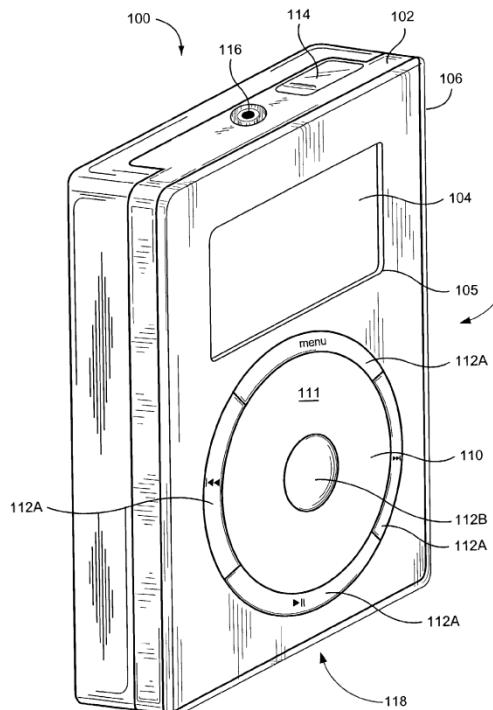
This patent is subject to a terminal disclaimer.

(21) Appl. No.: **10/423,490**

(22) Filed: **Apr. 25, 2003**

OTHER PUBLICATIONS

Co-Pending U.S. Appl. No. 11/875,661; Co-Pending U.S. Appl. No. 12/238,278; Co-Pending U.S. Appl. No. 12/394,459; Co-Pending U.S. Appl. No. 12/418,439; Co-Pending U.S. Appl. No. 11/875,638.*



Patented Sept. 25, 1951

2,569,347

UNITED STATES PATENT OFFICE

2,569,347

CIRCUIT ELEMENT UTILIZING SEMICONDUCTIVE MATERIAL

William Shockley, Madison, N. J., assignor to Bell Telephone Laboratories, Incorporated, New York, N. Y., a corporation of New York

Application June 26, 1948, Serial No. 35,423

34 Claims. (Cl. 332—52)

Sept. 25, 1951

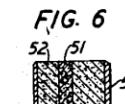
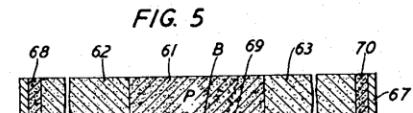
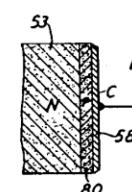
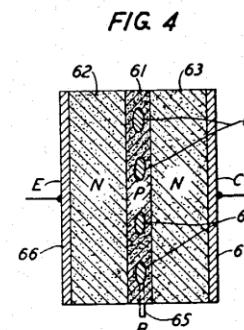
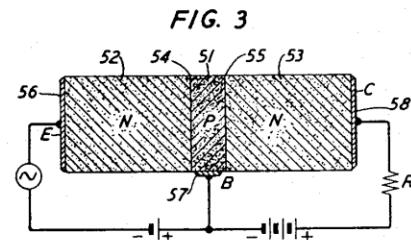
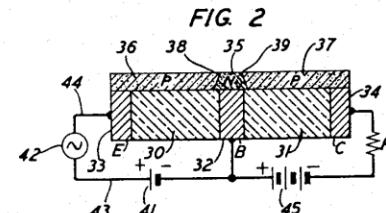
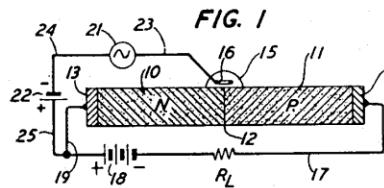
W. SHOCKLEY

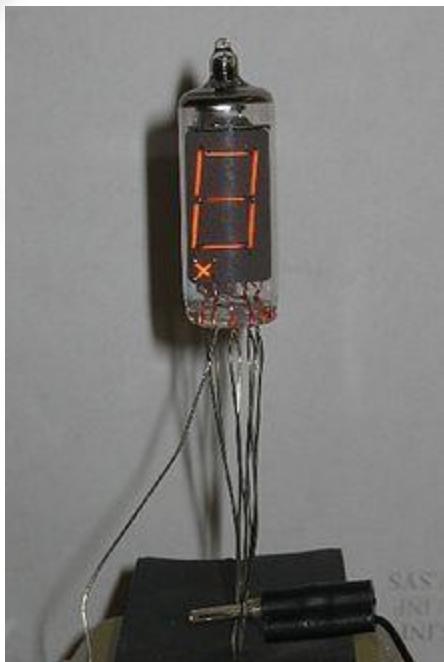
2,569,347

CIRCUIT ELEMENT UTILIZING SEMICONDUCTIVE MATERIAL

Filed June 26, 1948

3 Sheets-Sheet 1



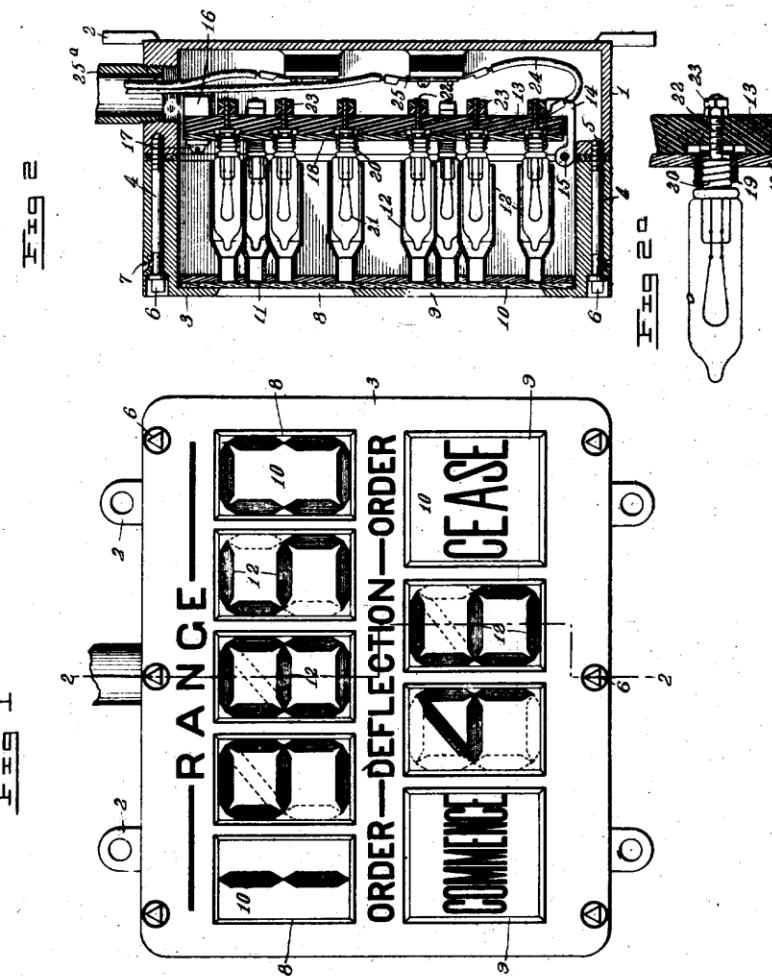


F. W. WOOD.
ILLUMINATED ANNOUNCEMENT AND DISPLAY SIGNAL.
APPLICATION FILED JUNE 17, 1908.

974,943.

Patented Nov. 8, 1910.

3 SHEETS-SHEET 1.



Inventor

Frank W. Wood

Witnesses

H. L. Robnett

J. Hanson Boyden

By
Mayers, Cushman & Rea
Attorney

Intellectual Property Rights

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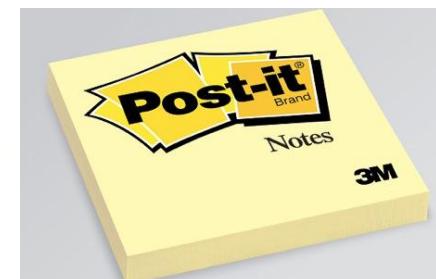
Trademarks

- Identify a source of goods or services
- Even if the source is not known



Trademarks

- Any identification used to distinguish goods or services:
 - Word
 - Slogan
 - Design
 - Picture
 - Product / Packaging shape
 - Sound
 - Color
 - Smell



TM vs. ®

- TM is used in the US to show knowledge of common law rights (Lanham Act)
- ® is used in the US once a trademark has been federally registered (USPTO)

Trademarks

Word Mark: **Mickey Mouse**

Walt Disney Productions, LTD

Registration date: June 5, 1934

Goods and services: Books and newspaper cartoon strips

First Use: Jan. 27, 1930

Design search code: 030926030906

Serial Number: 71347272

Registration Number: 0313765

Recorded Assignment

Type of Mark: Trademark

Renewal: 14 July 3, 1994

Dead / live Indicator: LIVE.



Trademarks

מחשבים ◀ סמארטפון סלולרי ◀ חדשות ומאמרים

cellular סלולר

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סין: אפל שילמה 60 מיליון דולר תמורת השימוש בשם iPad

לאחר סאגה ארוכה בבית המשפט הסיני, הגיעו אפל ו-*Proview Technology* להסכמה וכעת אפל יוכל להשתמש בסימן המסחרי iPad ולנסות לכבש את השוק השני בגודלו בעולם. אפל נפרדה מ-60 מיליון דולר תמורת השם המזוהה איתה

סער יוז, GSM
פורסם: 11:42, 02.07.12

נראה כי הסאגה בסין סבב הסימן המסחרי iPad הגיעו לשינוים. [AP מדווחת](#) היום כי אפל תשלום סכום של 60 מיליון דולר לחברת *YouPhone Technology* עבר שימוש בשם הטאבלט בסין, זאת לאחר שהאחורנה תבעה אותה [בשלבי 2011](#) על שימוש בסימן המסחרי, בסכום של 1.5 מיליארד דולר.

עוד ב-GSM:

- [מגה משללים: YouPhone תציג חבילת ללא הגבלה](#)
- [מתמיד: האם רמי לוי שוחרר את פלאפון לטובות פרטנר?](#)
- [מבדוקת היקף לאחיזות Jabra Clipper מגיעה לישראל](#)



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- [ירוק](#)

ראשי	7/24	באוז	השוק	נדלנייסט	טכנולוגיות	NDAR	משפט	פוייש	ברוך	דעתות	רכבת	פנאי	ספורט	כלכליסט 7ד	המוסך
מניות	מדדים	ויל סטריט	תיק אישי	קרנות	גמל	תעודות של	הכסף	עסקים קטנים	קרירה	אקדמיה	עיניות	כלכליסט אישי	מפות	פומו כלכליסט	

בימ"ש בארה"ב קבוע: סמסונג תפיצה את אפל ב- 1.05 מיליארד דולר על הפרת פטנטים

חבר מושבעים בקליפורניה קבוע כי החברה הקוריאנית הפכה 6 פטנטים לטלפונים ניידים. סמסונג: "הפסיקה היא הפסד לצורן האמריקאי". אפל: "הראיות הוכחו כי הרעתה של סמסונג הייתה עמוקה משחובנו"

הראל עילם



4

09:00, 25.08.12

26 תגובות

מכה קשה לשוק הסולר או צעד חשוב לזכויות יוצרים? חבר מושבעים בארצות הברית הפתיע היום (ש') את עולם הטכנולוגיה כשפסק לטענת **אפל** והורה למסונג לשלם לה חברת פיצ'ים בסך 1.05 מיליארד דולר בגין הפרת שישה פטנטים לטלפונים ניידים. זה המשפט הראשון בין שתי חברות הנלחמות על שליטה בשוק הסمارטפונים העולמי, שנערך בפני חבר מושבעים אמריקאי.

המושבעים הגדרו את **בעמכת הפטנטים** ככח שנעשתה "בכונתazon", ומשפטנים כבר העלו את האפשרות שהשופט לוטי קי תוכל אף לשולש את גובה הפיצ'ים לאור זאת. הקנס המקסימלי שאפל דרשה במקור היה בגובה 4.5 מיליארד דולר. עם זאת, המושבעים מצאו כי סמסונג לא הפירה חוקי הגבלים עסקיים ולא הפרה חוזה.

Apple Icons



Samsung Icons



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Trade Secrets



- Any information including a formula, pattern, compilation, program, device, method, technique, or process, that:
 - (i) derives independent economic value, actual or potential, from not being generally known to, and not being readily ascertainable by proper means by, other persons who can obtain economic value from its disclosure or use, and
 - (ii) is the subject of efforts that are reasonable under the circumstances to maintain its secrecy.



Customers List

```

CL522 Private Function CleanUpLine(ByVal value As String) As String
CL523 Dim iQuoteChar As Long
CL524 Dim iChar As Long
CL525 Dim sOther As String
CL526 Dim sNewLine As String
CL527
CL528 ' Starts with Run At As a comment
CL529 If Left(value, 2) = "Run" Then
CL530   iChar = 3
CL531   Else
CL532     iChar = 1
CL533   End If
CL534
CL535 ' Starts with If As a comment
CL536 If Left(value, 2) = "If" Then
CL537   iChar = 3
CL538   Else
CL539     iChar = 1
CL540   End If
CL541
CL542 ' Contains ' and end of a comment, or test if it is a comment or in the
CL543 ' body of a string
CL544 If Mid(value, 1) > 0 Then
CL545   iQuoteChar = 0
CL546   iChar = 1
CL547
CL548 'For iCount = 1 To Len(value)
CL549   iChar = Mid(value, iCount, 1)
CL550   ' If it is a quote character, then even number of " characters in front
CL551   ' means it is the start of a comment, and odd number means it is
CL552   ' the end of a comment
CL553   If iChar = "" And iQuoteChar = 1 Then
CL554     iQuoteChar = 0
CL555     sLine = TrimLeft(sLine, iCount - 1)
CL556   End If
CL557   ' If quote character = "" Then
CL558   If iChar = "" And iQuoteChar = 1 Then
CL559     iQuoteChar = 1
CL560     sLine = TrimRight(sLine, iChar)
CL561   End If
CL562   ' Max iCount
CL563   iCount = iCount + 1
CL564
CL565   CleanUpLine = sLine
CL566 End Function

```

Source Code



FinStats Annual											
Quarterly Reporting											
Period Ending											
Period	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	1st Qtr	2nd Qtr	3rd Qtr
Operating Profit	\$ 1,200	\$ 1,200	\$ 1,200	\$ 1,200	\$ 1,200	\$ 1,200	\$ 1,200	\$ 1,200	\$ 1,200	\$ 1,200	\$ 1,200
Profit Before Tax	\$ 1,200	\$ 1,200	\$ 1,200	\$ 1,200	\$ 1,200	\$ 1,200	\$ 1,200	\$ 1,200	\$ 1,200	\$ 1,200	\$ 1,200
Profit After Tax	\$ 1,200	\$ 1,200	\$ 1,200	\$ 1,200	\$ 1,200	\$ 1,200	\$ 1,200	\$ 1,200	\$ 1,200	\$ 1,200	\$ 1,200
Net Profit	\$ 1,200	\$ 1,200	\$ 1,200	\$ 1,200	\$ 1,200	\$ 1,200	\$ 1,200	\$ 1,200	\$ 1,200	\$ 1,200	\$ 1,200
Interest Income	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100
Interest Expense	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100
Net Interest Income	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
Dividends Received	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100
Dividends Paid	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100
Net Dividends	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
Net Cash Flow From Operations	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
Capital Expenditure	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100
Capital Structure Change	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100
Change In Working Capital	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100
Total Cash Flow	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0

לאחר 125 שנה: המרכיב הסודי לקוקה קולה נחשף

15.2.2011 | 09:10 | סוכריות הדיעות

מאז המצאת קוקה קולה ב-1886, נשמר מרכיבו של המשקה החשוב תחת מעטה כבד של סודיות. ובכן, לא עוד - אתר האינטרנט thisamericanlife.org טוען כי בידיו נמצא הטענה להכנת המשקה הפופולרי בשלם.



האתר טוען כי חשף רישומה של המרכיבים והכמויות המשמשים להכנת קוקה קולה, אשר לדבריו פורסמה כבר ב-1979 בעיתון מקומי באטלנטה, ג'ורג'יה, העיר שמנתה מגיע המשקה. לפי thisamericanlife.org, במאמר, שאיש לא הבחן במשום שהוא קבור בעמוד 28 של העיתון, הוצגה תמונה העתק מדיוק של המרכיב כפי שתכתב אותו ממציא הקוקה קולה, ג'ון פמברטן.

הרכיב מתייחס לקוקה קולה כ"משקה בעל מרכיבים טבעיים היטול קפואן", לצד מים, סוכר, חומצה זרחיתית וצבע מאכל (קרמל E150). אף חושב שהוא בחולט עשוי להיות גירסה של הטסחה", ציטט האתר את ההיסטוריה מאתק פנדרגרטן.

בקוקה קולה חשו מזמן ומזמן מהעתיקת המרכיב, ושמרו את העותק היחיד בכוספת בנק. בסופו, לחילק עיקרי במרכיב ניתן השם המסתור "X7", אשר רק שני עובדים של החברה יודעים את הטסחה המלאה למרכיב זה.

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-?



Intellectual Property Rights

- Trademarks
- Copyrights
- Trade Secrets
- Patents
- Know-How



Intellectual Property Rights

- Trademarks
- Copyrights
- Trade Secrets
- Patents

Types of Patents

- Plant Patent
- Design Patent
- Utility Patent



Design Patent

Aug. 3, 1937.

E. KELLY

Des. 105,529

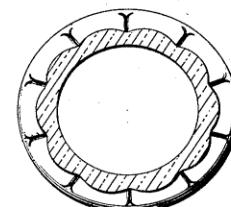
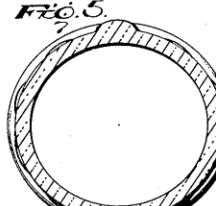
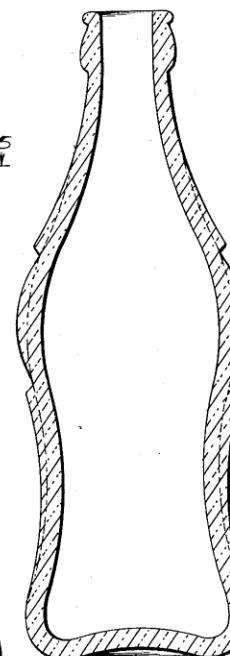
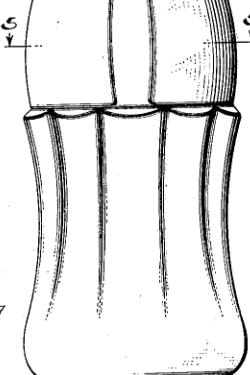
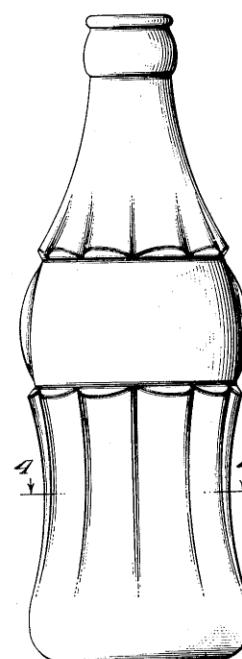
BOTTLE

Filed March 24, 1937

FIG. 2.

FIG. 1.

FIG. 3.



Inventor

Eugene Kelly.

By
J. Wilson Loder
Attorney

Design Patent



US00D372834S

United States Patent [19]**Wagner**[11] **Patent Number:** Des. 372,834[45] **Date of Patent:** **Aug. 20, 1996[54] **PIZZA PAN**[76] Inventor: **James M. Wagner**, 12236 SE. Huron,
Clackamas, Oreg. 97015[**] Term: **14 Years**[21] Appl. No.: **27,529**[22] Filed: **Aug. 23, 1994**[52] U.S. Cl. **D7/354**[58] Field of Search D7/550-554, 354;
99/325, 326, 339, 425, 426; 220/912Williams-Sonoma Catalog; Heart Baskets & Heart Baking
Dish.*Primary Examiner*—Alan P. Douglas*Assistant Examiner*—Caron D. Veynar*Attorney, Agent, or Firm*—Chernoff, Vilhauer et al.

[57]

CLAIMThe ornamental design for a pizza pan, as shown and
described.**DESCRIPTION**

Design Patent

United States Patent [19]
O'Sullivan

[11] **Patent Number:** Des. 412,349
[45] **Date of Patent:** ** Jul. 27, 1999

[54] **YO-YO**

446/221 X

[76] Inventor: **Brendon M. O'Sullivan**, 18 Belson St.,
East Malvern, Victoria, Australia, 3145

[**] Term: **14 Years**

[21] Appl. No.: **29/095,633**

[22] Filed: **Oct. 27, 1998**

Related U.S. Application Data

[60] Division of application No. 09/114,791, Jul. 13, 1998, which
is a continuation-in-part of application No. 08/950,947, Oct.
15, 1997.

Foreign Application Priority Data

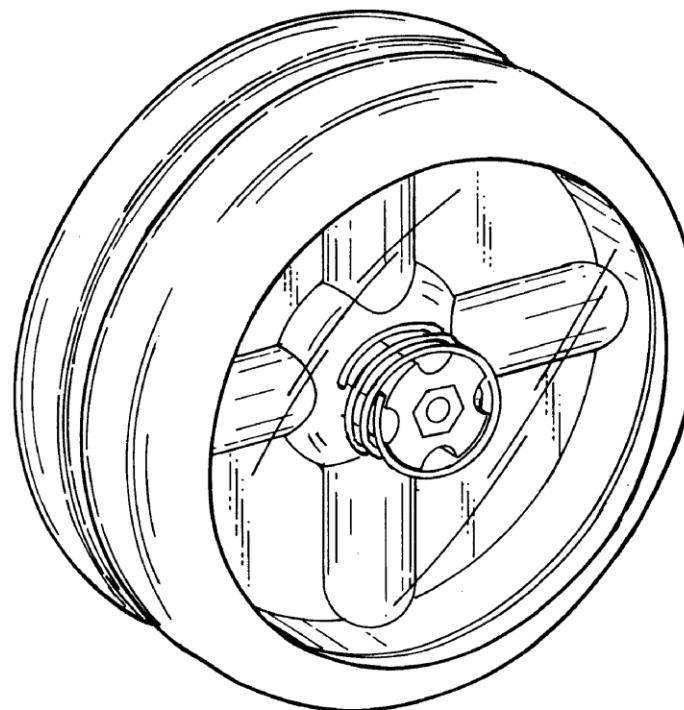


FIG. 1

s e

(12) **United States Design Patent**
Ramaciotti

(10) **Patent No.:** US D607,778 S
(45) **Date of Patent:** ** Jan. 12, 2010

(54) **CAR INCLUDING TOY-CAR, MOTOR CAR,
REPLICA CAR AND SCALE-MODEL-CAR**

(75) Inventor: **Lorenzo Ramaciotti**, Turin (IT)

(73) Assignee: **Fiat Group Automobiles S.p.A.**, Turin (IT)

(**) Term: **14 Years**

(21) Appl. No.: **29/333,751**

(22) Filed: **Mar. 13, 2009**

(30) **Foreign Application Priority Data**

Feb. 13, 2009 (EM) 001087969
Feb. 13, 2009 (EM) 001087977

(51) **LOC (9) Cl.** **12-08**

(52) **U.S. Cl.** **D12/90**

(58) **Field of Classification Search** D12/86,
D12/90-92; D21/424, 433, 434; 296/181.1,
296/181.5

See application file for complete search history.

(56) **References Cited**

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*Primary Examiner—Melody N Brown
(74) Attorney, Agent, or Firm—Cowan, Liebowitz & Latman,
PC*

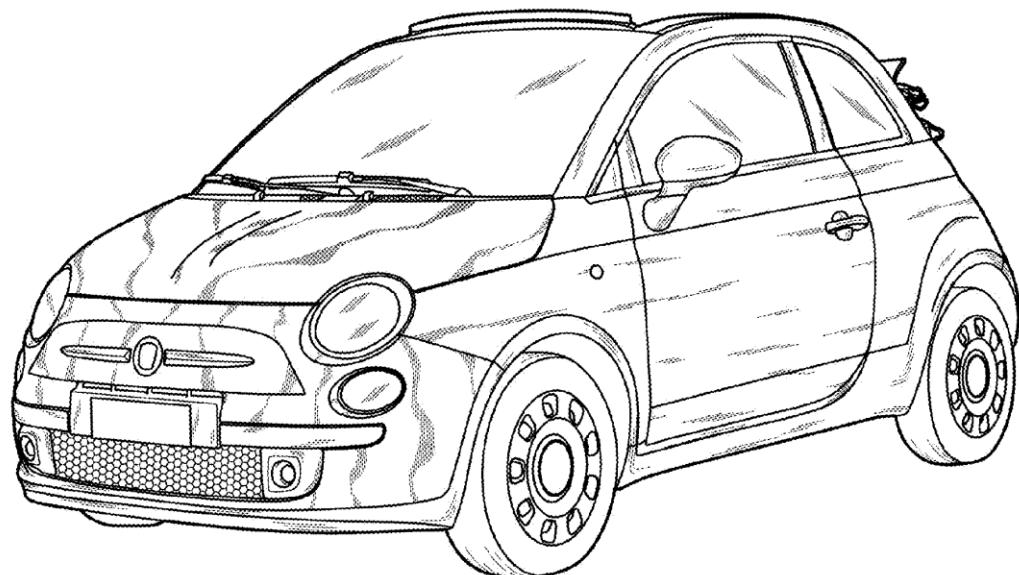
(57) **CLAIM**

The ornamental design for a car including toy-car, motor car,
replica car and scale-model-car, as shown and described.

DESCRIPTION

FIG. 1 is a front view of the car including toy-car, motor car,
replica car and scale-model-car showing my design thereof;
FIG. 2 is a rear view thereof;
FIG. 3 is a right side view thereof;
FIG. 4 is a left side view thereof;
FIG. 5 is a front perspective view thereof; and,
FIG. 6 is a rear perspective view thereof.

1 Claim, 6 Drawing Sheets



(12) **United States Design Patent**
Guillaume et al.(10) Patent No.: **US D444,102 S**
(45) Date of Patent: ** Jun. 26, 2001(54) **CAR**(75) Inventors: **Gregory Guillaume**, Sitges; **Oliver Stefani**, Sitges-Levantina, both of (ES); **Odysseus Andronis**, Braunschweig (DE)(73) Assignee: **Volkswagen AG**, Wolfsburg (DE)(**) Term: **14 Years**(21) Appl. No.: **29/124,786**(22) Filed: **Jun. 12, 2000**

D. 380,420 * 7/1997 Croteau D12/91
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D. 385,828 * 11/1997 Mays D12/91
D. 430,507 * 9/2000 Warkuss D12/92

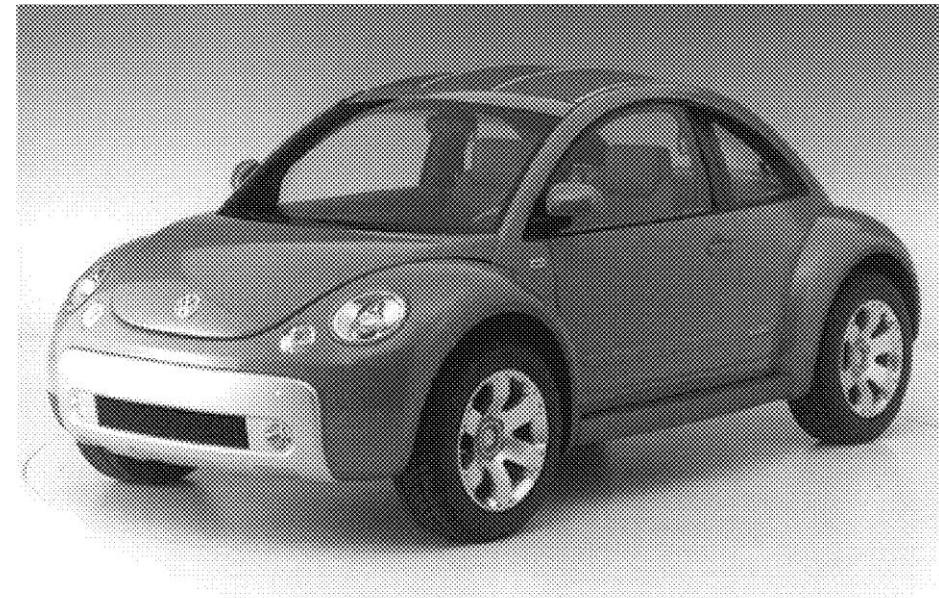
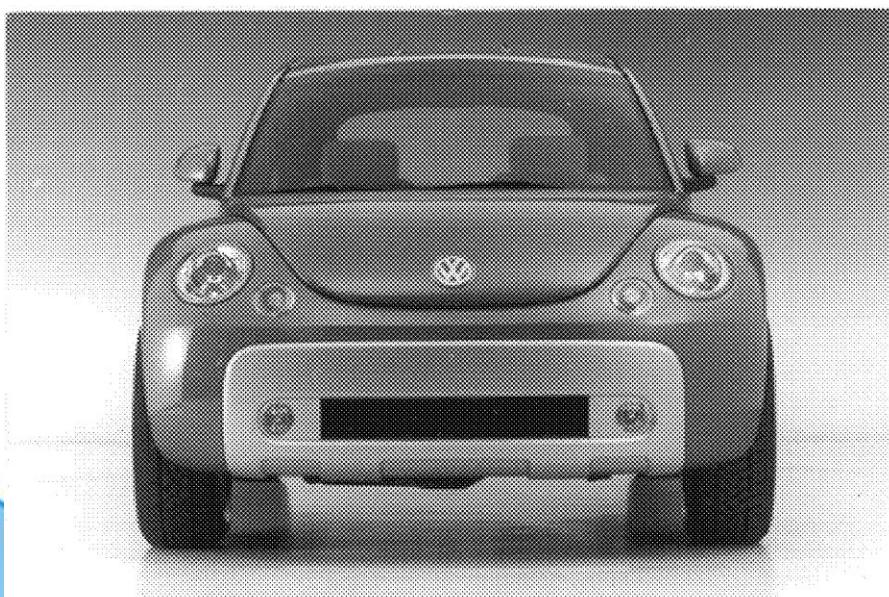
* cited by examiner

Primary Examiner—Melody N. Brown*(74) Attorney, Agent, or Firm*—Cohen, Pontani, Lieberman & Pavane

(57)

CLAIM

The ornamental design for a car, as shown and described.



Design Patent

(12) **United States Design Patent** (10) **Patent No.:** US D533,179 S
Milstein et al. (45) **Date of Patent:** ** Dec. 5, 2006

(54) **CROSS USB DRIVE**

(75) Inventors: **Scott Milstein**, New York, NY (US);
Jenny Wong, New York, NY (US)

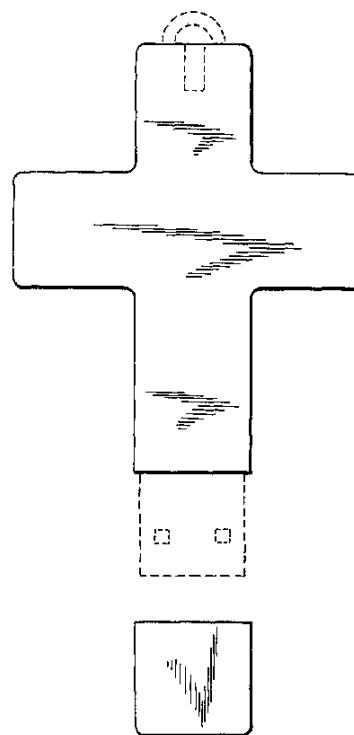
(73) Assignee: **Sourcery**, New York, NY (US)

(**) Term: **14 Years**

(21) Appl. No.: **29/238,477**

(22) Filed: **Sep. 16, 2005**

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D417,834 S * 12/1999 Rompel D8/348
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..... D6/597
h D11/96
..... 52/648.1
al.



Design Patent

United States Patent [19]
Betros, Jr.

[11] Des. 251,862
[45] ** May 15, 1979

[54] ROUND CHESSBOARD OR
CHECKERBOARD

[76] Inventor: Norman Betros, Jr., Mill Rd., Cold Spring, N.Y. 10516

[**] Term: 14 Years

[21] Appl. No.: 759,023

[22] Filed: Jan. 13, 1977

[51] Int. Cl. D21—01

[52] U.S. Cl. D21/24

[58] Field of Search D34/5 SS; 273/236—286

[56] References Cited
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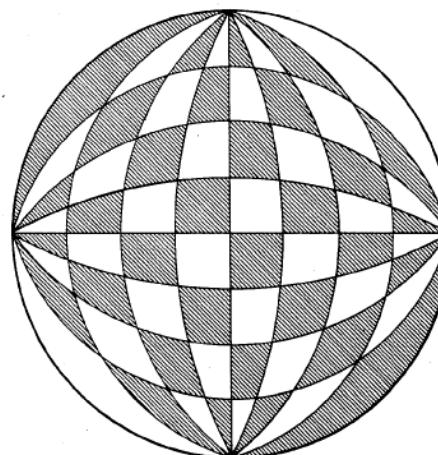
Primary Examiner—Melvin B. Feifer

[57] CLAIM

The ornamental design for a round chessboard or checkerboard, as shown and described.

DESCRIPTION

The FIGURE is a plan view of a round chessboard or checkerboard, showing my new design. The board is of conventional thickness.



Design Patent

(12) **United States Design Patent** (10) Patent No.: **US D517,789 S**
Seamans (45) Date of Patent: **** Mar. 28, 2006**

(54) **FOOTWEAR**

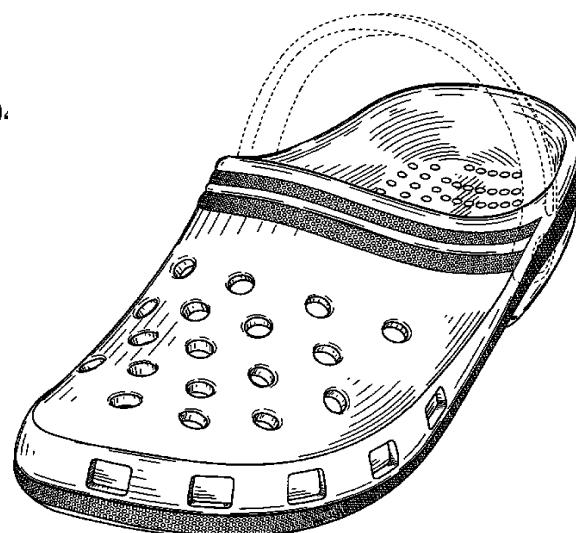
(75) Inventor: **Scott Seamans**, Boulder, CO (US)

(73) Assignee: **Crocs, Inc.**, Niwot, CO (US)

(**) Term: **14 Years**

(21) Appl. No.: **29/206,427**

(22) Filed: **May 28, 200**



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EP	0 884 005 A1	12/1998
GB	2322286	8/1998

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archive.org/web/19980420230857/www.birken-eatprof.htm (3 pages).

Design Patent

United States Design Patent (10) Patent No.: US D448,471 S
Johannsson (45) Date of Patent: ** Sep. 25, 2001

) CONDOM

5,331,974 * 7/1994 Sook 128/842

-) Inventor: Gudmundur Sigurdur Johannsson,
Saudarkrokur (IS)
-) Assignee: Jonas i. hvalnum, Keflavik (IS)
-) Term: 14 Years

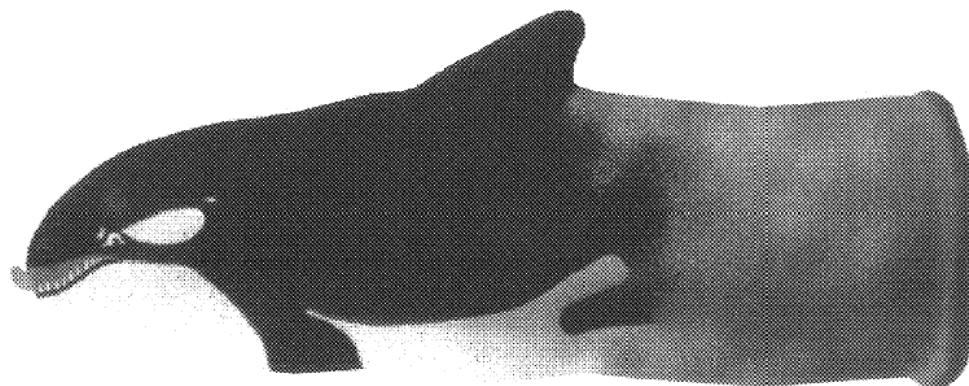
* cited by examiner

Primary Examiner—Ian Simmons

(74) Attorney, Agent, or Firm—Venable; Michael A.
Sartori

(57)

CLAIM



(12) **United States Design Patent**
Andre et al.

(10) **Patent No.:** US D580,387 S
(45) **Date of Patent:** ** *Nov. 11, 2008

(54) **ELECTRONIC DEVICE**

(75) Inventors: **Bartley K. Andre**, Menlo Park, CA (US); **Daniel J. Coster**, San Francisco, CA (US); **Daniele De Iuliis**, San Francisco, CA (US); **Richard P. Howarth**, San Francisco, CA (US); **Jonathan P. Ive**, San Francisco, CA (US); **Steve Jobs**, Palo Alto, CA (US); **Duncan Robert Kerr**, San Francisco, CA (US); **Shin Nishibori**, San Francisco, CA (US); **Matthew Dean Rohrbach**, San Francisco, CA (US); **Douglas B. Satzger**, Menlo Park, CA (US); **Calvin Q. Seid**, Palo Alto, CA (US); **Christopher J. Stringer**, Portola Valley, CA (US); **Eugene Antony Whang**, San Francisco, CA (US); **Rico Zorkendorfer**, San Francisco, CA (US)

(73) Assignee: **Apple Inc.**, Cupertino, CA (US)

(*) Notice: This patent is subject to a terminal disclaimer.

(**) Term: **14 Years**

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(Continued)

Primary Examiner—Jeffrey D. Asch

Assistant Examiner—Bridget L Eland

(74) Attorney, Agent, or Firm—Sterne, Kessler, Goldstein & Fox P.L.L.C.

(57)

CLAIM

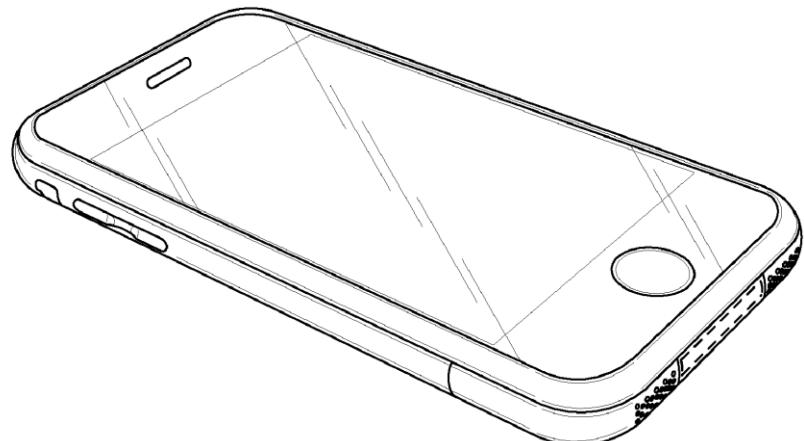


FIG. 1

[54] HAND HELD ELECTRIC GAME

[75] Inventor: Kenichi Sugino, Kyoto, Japan

[73] Assignee: Nintendo Co., Ltd., Japan

[**] Term: 14 Years

[21] Appl. No.: 29/094,217

[22] Filed: Sep. 28, 1998

[30] Foreign Application Priority Data

Mar. 27, 1998 [JP] Japan 10-8813

May 21, 1998 [JP] Japan 10-14749

[51] LOC (6) Cl. 21-01

[52] U.S. Cl. D21/329

[58] Field of Search D21/324, 328,
D21/329, 330, 331; D14/117.1, 117.9; 273/148 B;

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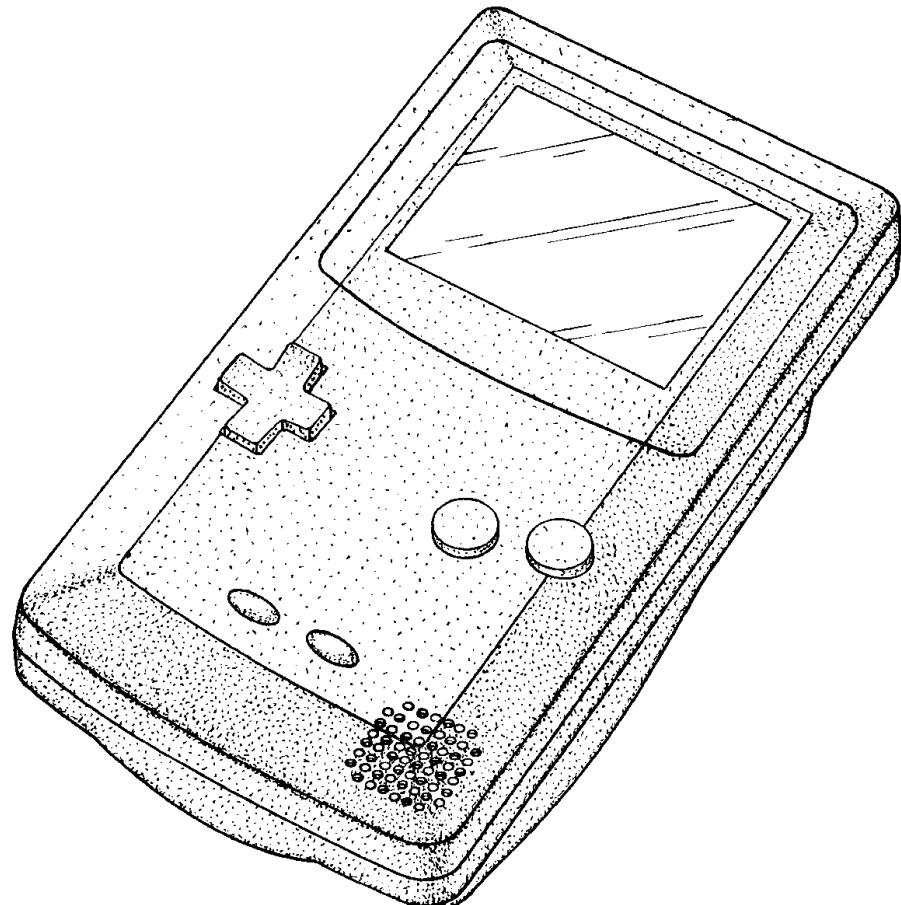
Hong Kong Enterprise, p. 324, Oct. 1996.

Primary Examiner—Prabhakar Deshmukh
Attorney, Agent, or Firm—Nixon & Vanderhye P.C.

[57] CLAIM

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United States Patent [19]

Domian

[11] Patent Number: Des. 299,674

[45] Date of Patent: ** Jan. 31, 1989

[54] REVOLVER

[75] Inventor: Robert E. Domian, Somers, Conn.

[73] Assignee: Kingston Tool Company, Inc.,
Monson, Mass.

[**] Term: 14 Years

[21] Appl. No.: 857,418

[22] Filed: Apr. 21, 1986

[52] U.S. Cl.

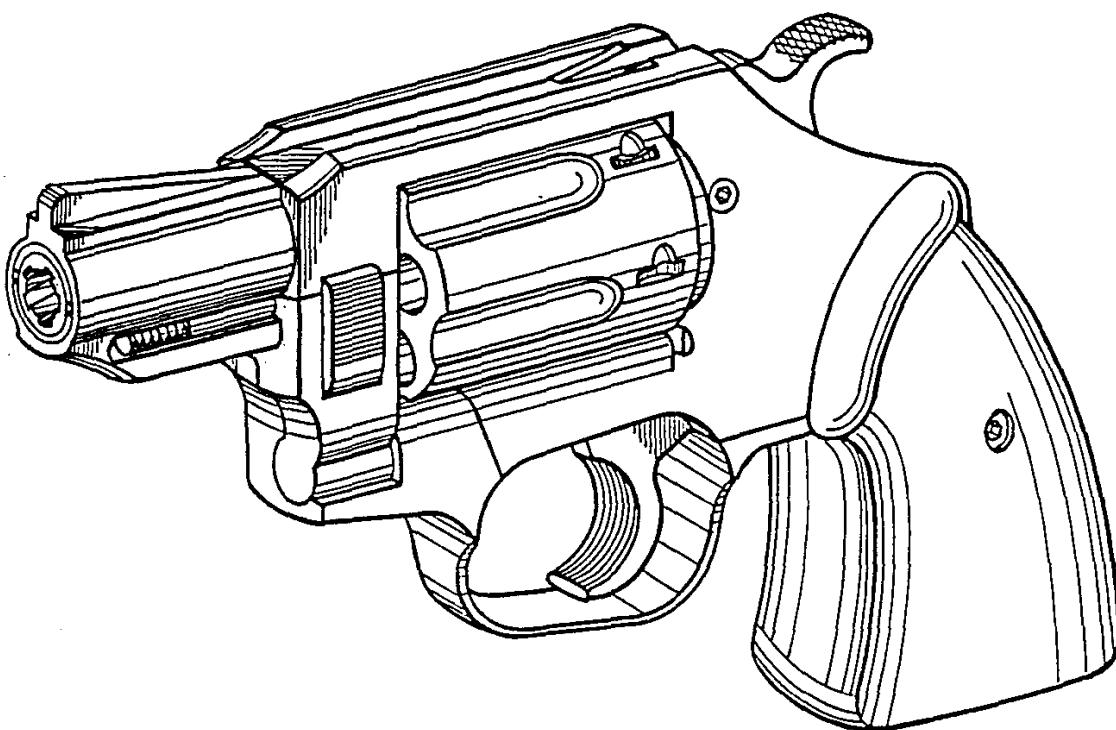
[58] Field of Search D22/104,
42/59,

[57] CLAIM

The ornamental design for a revolver, as shown and described.

DESCRIPTION

FIG. 1 is a perspective view of a revolver showing my new design;



[56] References Cited

U.S. PATENT DOCUMENTS

Design Patents

(12) **United States Design Patent** (10) **Patent No.:** US D533,561 S
Pelczarski et al. (45) **Date of Patent:** ** Dec. 12, 2006

(54) **GRAPHICAL USER INTERFACE**

(75) Inventors: **Kerah Cottrell Pelczarski**, Mountain View, CA (US); **Nikhil Bhatla**, Sunnyvale, CA (US); **Adam Smith**, Mountain View, CA (US); **Bay-Wei Chang**, Foster City, CA (US); **Dylan Parker**, Palo Alto, CA (US); **Jennifer McGrath Fitzpatrick**, San Francisco, CA (US); **Uri Lerner**, Mountain View, CA (US); **Marissa Ann Mayer**, Palo Alto, CA (US); **Marcellus Paulus van Lohuizen**, Sunnyvale, CA (US); **Karen Anne White**, Campbell, CA (US)

(73) Assignee: **Google, Inc.**, Mountain View, CA (US)

(**) Term: **14 Years**

(21) Appl. No.: **29/202,251**

(22) Filed: **Mar. 26, 2004**

(51) **LOC 821**

14-04

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D453,766 S	*	2/2002	Grandcolas et al.	D14/486
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(12) United States Design Patent

Giannini

(10) Patent No.:

US D564,224 S

(45) Date of Patent:

**** Mar. 18, 2008**

(54) HANDBAG

(75) Inventor: **Frida Giannini**, Florence (IT)

(73) Assignee: **Gucci America, Inc.**, New York, NY
(US)

() Term:** **14 Years**

(21) Appl. No.: **29/279,018**

(22) Filed: **Apr. 17, 2007**

(51) LOC (8) Cl.

(52) U.S. Cl.

(58) Field of Classification Search

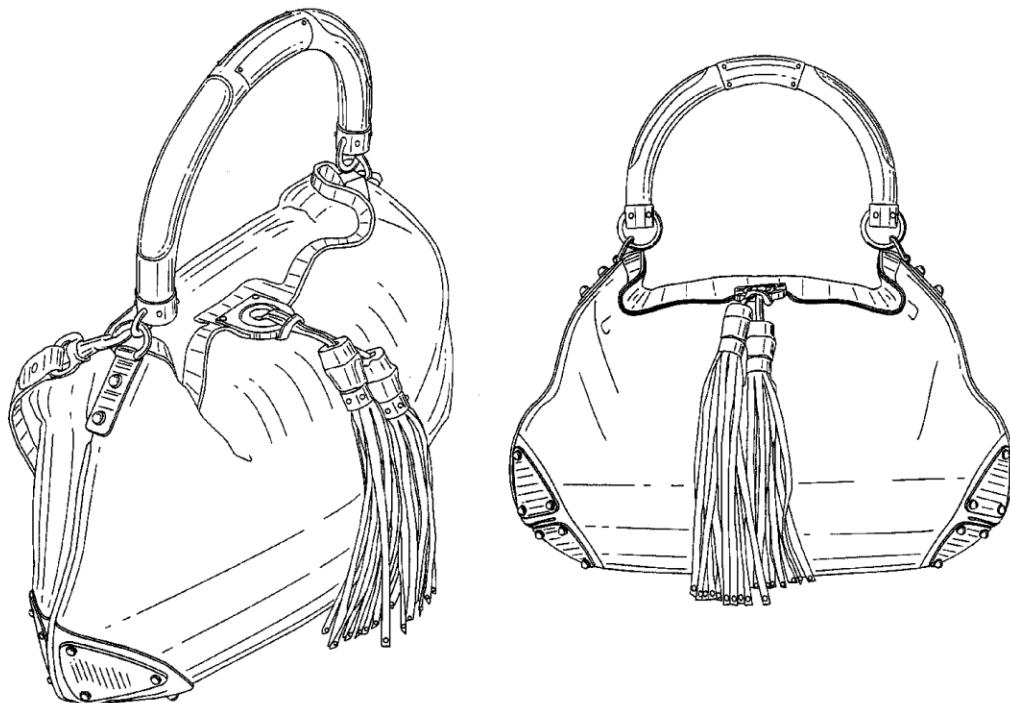
D3/234, 235, 237, 238, 239, 240,
D3/243, 244, 245, 246, 303, 318;
150/107, 108, 110, 112, 113, 114,
190/100, 106, 108, 109, 110, 111,
190/118, 121, 122, 903; 383/6
383/12, 16, 30, 31, 38, 42, 66, 7

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&Goto=product&site_refer=360iSSPPLP
&kw_refer=Gucci+Indy+Medium+Top+Handle+Bag
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(54) **SHOE**

(75) Inventor: **Sandra Choi**, London (GB)

(73) Assignee: **J. Choo (Jersey) Limited**, St. Helier, Jersey (GB)

(**) Term: **14 Years**

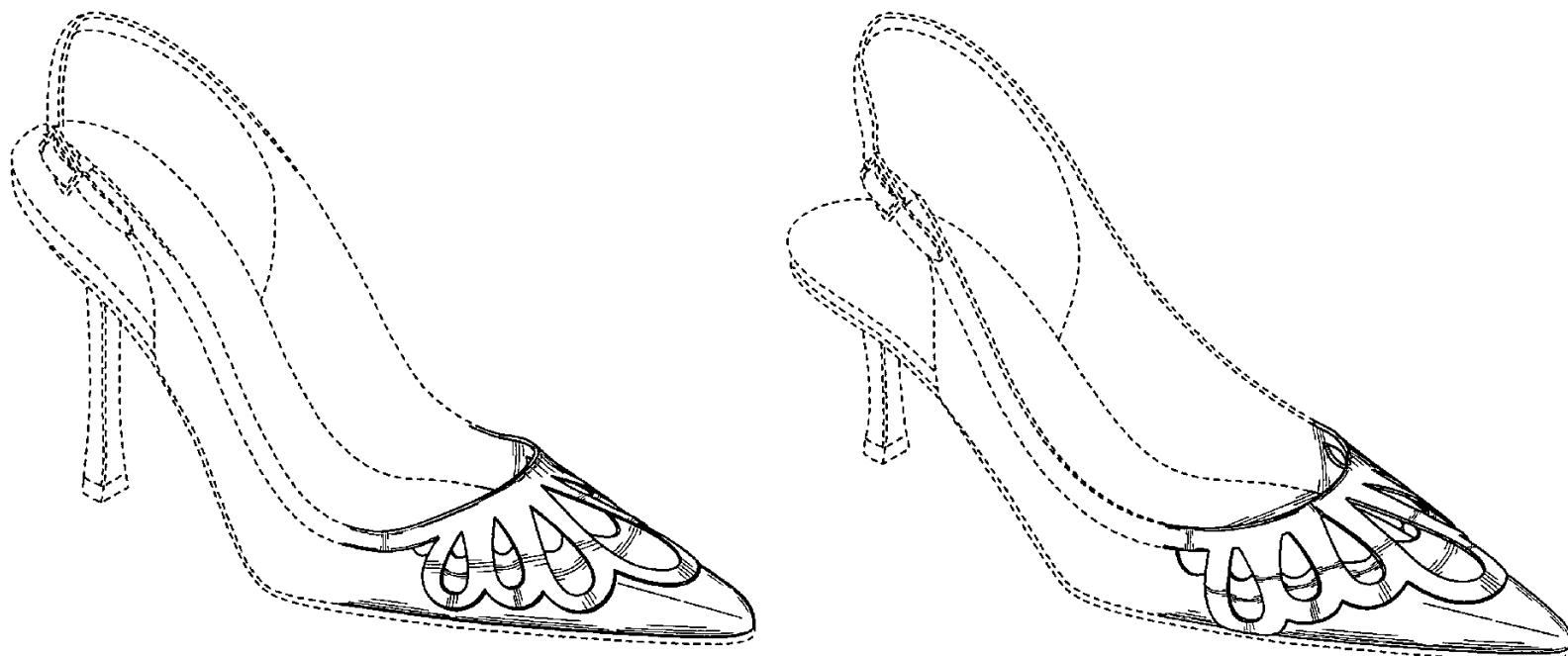
(21) Appl. No.: **29/252,414**

(22) Filed: **Jan. 23, 2006**

(30) **F**

Sep. 12, 2005

Sep. 12, 2005



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U.S. Appl. No. 29/236,174; filed Aug. 12, 2005.

U.S. Appl. No. 29/210,820; filed Aug. 5, 2004.

J. Choo (Jersey) Limited, TAM, Spring/Summer 2003 Catalogue.

Primary Examiner—Dominic Simone

(74) *Attorney, Agent, or Firm*—Fross Zelnick Lehrman & Zissu, P.C.; Lawrence E. Apolzon, Esq.

(12) **United States Design Patent**
Chaudhri

(10) **Patent No.:** **US D627,790 S**
(45) Date of Patent: **** Nov. 23, 2010**

(54) **GRAPHICAL USER INTERFACE FOR A
DISPLAY SCREEN OR PORTION THEREOF**

(75) Inventor: **Imran Chaudhri**, San Francisco, CA
(US)

(73) Assignee: **Apple Inc.**, Cupertino, CA (US)

(**) Term: **14 Years**

(21) Appl. No.: **29/283,656**

(22) Filed: **Aug. 20, 2007**

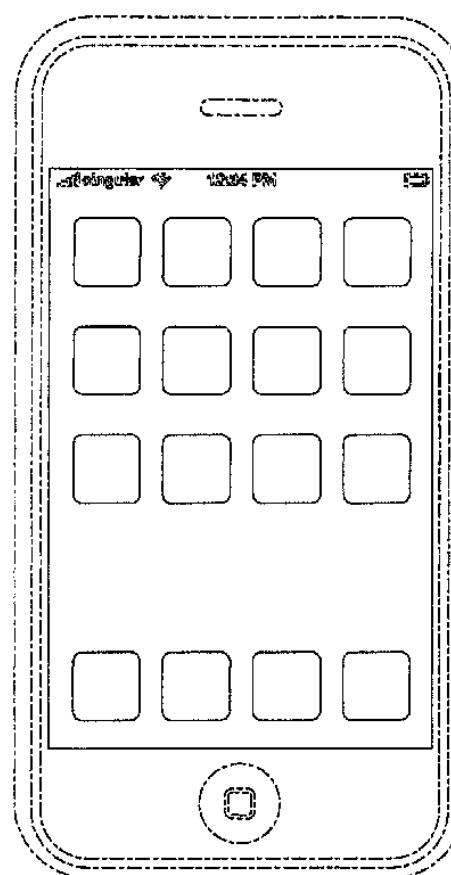
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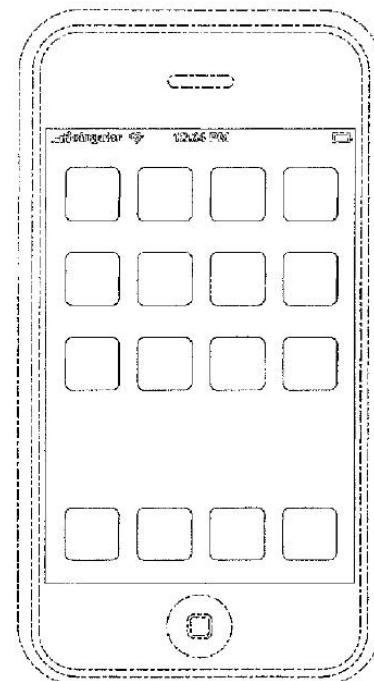
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005

'D790 Patent



FIGURE

