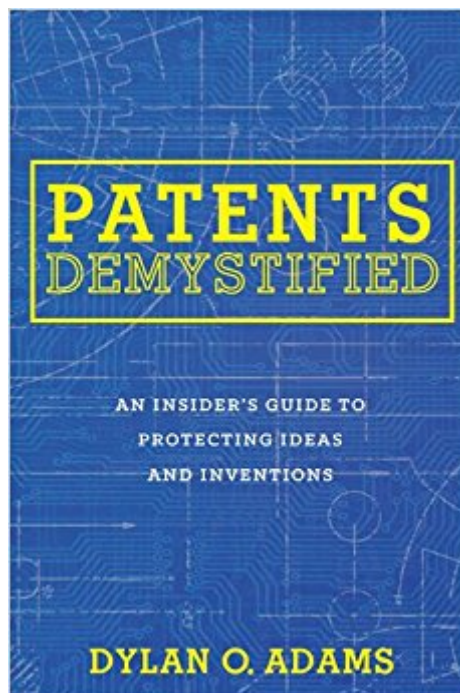




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# Patents Demystified: An Insider's Guide To Protecting Ideas And Inventions



## Synopsis

For startups, entrepreneurs and inventors, *Patents Demystified* provides an easy-to-understand insider's guide to patents, patent law, and the patent application process. Based on first-hand experience with successful companies of all sizes, patent attorney Dylan O. Adams helps readers learn the secrets of maximizing patent protection on any budget, with strategies that can be tailored to companies with any business plan or product. Instead of being intimidated and confused by patents, readers will discover how to proactively craft a customized patent strategy, thereby taking the mystery out of what can be an arduous and complicated process. Official Patent Guide of The American Bar Association Used at Top Universities Including Harvard, Stanford and MIT

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STRATEGIESCHAPTER 14 - LEVERAGING PATENT ASSETS

Dylan's book is the single best resource I've read on patents. I was looking for a work that I could share with client inventors to give them a base of understanding on patents, as well as pragmatic nuggets to help them advance their strategic thinking on invention disclosure. This book does that, and much, much more. It starts with a digestible and pithy explanation of the different forms of intellectual property (IP), but even more so breaks down the pros and cons between them and, importantly, underscores the shortcomings of each (whether copyrights, trademarks, trade secrets or patents) and best ways to overcome those shortcomings. There is much to lose if you errantly rely on a form of IP protection that doesn't apply (namely your ability to adequately protect your investment). This problem can be particularly fatal and irreversible if you fail to follow the rules governing patents. 2 recurring themes the author emphasizes throughout the book are (1) the need for extreme focus and caution around triggering the disclosure of your invention (which can lead to foreclosure of patent rights if you fail to meet filing deadlines) and (2) the importance of seeking qualified counsel on critical items like preparation of the patent application, to avoid waiver - partial or full - of your rights. I HIGHLY recommend this book to anyone who works in the field of IP or in an innovation-centered discipline. It's a great resource - chock full of pragmatic guidelines and insights - for folks of all experience and knowledge levels.

This book is awesome. I decided to purchase this book because I am a small business owner and I wanted to grasp a better understanding of the patent process. This book is clearly written, each chapter has a summary of major points covered in each chapter that really helped solidify and drive home the key topics covered. The language in the book was written for the business owners who may or may not have much knowledge in the area of intellectual property rights. There is material covered here for a wider audience than small business owners, I'm simply writing from my own experience as a small business owner. I recommend this book without reservation, I purchased this book for myself on . I look forward to having this resource in my library, I will refer to it as needed and recommend it to others. I will be watching to see if Mr. Adams will be writing more books in the

future. I would not hesitate to purchase. I am grateful to have this resource.

I am very knowledgeable about the patent process, but find it difficult to explain. There are so many details to think about in patenting and commercializing an invention, it is easy to lose sight of the forest through the trees. I'm happy to finally have the perfect book to recommend to interested friends, colleagues, and others who want to pursue their great ideas. Dylan Adams does a great job explaining the high level strategies inventors and startups really need to be thinking about. There are many common pitfalls in the process that can lead to loss of rights, or a totally useless patent - full of defects, and impossible to enforce. I particularly enjoyed the sections on claim scope and claim drafting - comparing patent claims to real property parcel descriptions is a great analogy. The author's straightforward explanation of 102 and 103 rejections, how to chart them and argue them, is one of the best I have seen - he does a great job explaining some very difficult concepts. This is an easy read - not overloaded with a lot of legal or technical jargon. I highly recommend it!

Patents Demystified- A well written, organized, accessible, step by step guide to understanding and navigating any patenting terrain! Thank you, Dylan O. Adams! As good fortune would have it, Dylan's book was recommended to me by a neighbor who had purchased the book and then subsequently hired Dylan for her patent work. At the time I was in the early stages of developing a product for the biking industry and my knowledge of patents was rudimentary- "ugh! patent good, must protect invention!" In retrospect, after having worked through the first major phase of the patenting process by filing both a provisional Utility Patent and a Design Patent, I can confidently say that without Patents Demystified as a companion reference by my side, it would have been a much more difficult, stressful, and expensive path taken. Each chapter leads like an experienced tour guide and shares information in an honest, practical, and non-uppity tone. Explanations for the novice, from the very basics of intellectual property to the value of patent protection, to step by step insights into the subtleties of each phase of the process serve to empower any inventor. With the knowledge gained I was able to confidently:-Evaluate my product's potential for patenting using information learned about patent and prior art searching-See the true benefits for having patent protection for my invention-Talk with and interview potential patent attorneys, while standing on a level play field, by asking informed questions-Draft a thorough invention disclosure and create my own patent drawings-Understand the many intricacies, steps and timelines involved in the entire USPTO process-Work in partnership with a Patent attorney to keep my costs manageable. For me,

the simple take away theme of Patents Demystified is to save everyone involved in the process (from the inventor to the patent attorney to the USPTO examiner, -and your significant other) time, money and stress. Thanks again Dylan, for all the helpful tips! Kevin W. Hethcote Raven's Trail LLC

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