

Agenda

- Introduction – Disclose at Your Own Risk!
- Prior Art Searching - Patents
 - Different Types of Searches
 - Tools / Techniques for Performing Searches
 - Patentability Search Example
- Trademark Searching
- Case Study #1 – Beatbots LLC
- Case Study #2 – Uber Technologies Inc.

Types of Prior Art Searches

- **Patentability Search** – To determine if an invention is patentable
- **Goal:** Try to find prior art disclosing the invention or something similar to the invention
- **Scope:** U.S. and international patents, published patent applications, and non-patent printed publications such as papers, web sites, and presentations
- In general, any “public domain” knowledge created before the invention occurred might be relevant

Types of Prior Art Searches (continued)

- **Validity Search** – To determine the validity of an issued patent
- **Goal:** Locate prior art documents that would invalidate one or more of the patent claims
- **Scope:** Prior art documents predating the priority date of the patent in question

Types of Prior Art Searches (continued)

- **Infringement Search** – To determine whether a patent claim is infringed by a product or service
- **Goal:** Compare a proposed product or service to non-expired U.S. patents
- **Scope:** Issued and non-expired U.S. patents and published patent applications

Types of Prior Art Searches (continued)

- **Clearance Search** – To determine if an action is a “safe” practice of the prior art
 - “Safe” = reduced risk of patent infringement liability
- **Goal:** Try to find that the invention has been “dedicated to the public”
- **Scope:** Expired patents and abandoned patent applications

Types of Prior Art Searches (continued)

- **State-of-the-Art Search** – To determine the “lay of the land” in a technical space
- **Goal:** Look at the broad, general inventive concept without specific implementation details
- **Scope:** Any prior art

USPTO's 7-Step Search Strategy

1. Brainstorm Terms
2. Find Cooperative Patent Classification (CPC)
3. Verify Relevancy of CPC
4. Retrieve Issued U.S. Patents with CPC, Review and Narrow Results
5. Review Each Relevant Patent in Depth including References Cited by the Examiner and the Applicant
6. Retrieve U.S. Patent Applications with CPC, Review and Narrow Results
7. Broaden Your Search

USPTO Search Example

- Invention: Umbrella with a new rib design to eliminate collapsing or inverting due to winds

1. Brainstorm Terms

- Umbrella
- Rib
- Parasol
- Sunshade
- Wind-resistant

USPTO Search Example (continued)

2. Find CPC

- www.uspto.gov
- Search for “CPC scheme umbrella”
- Scan results for the best match: “A45B 25/22 Devices for increasing the resistance of umbrellas to wind”
- ❖ HINT: Adjust indentation level
- ❖ HINT: Use CTRL+F

3. Verify Relevancy of CPC

4. Retrieve Issued U.S. Patents with CPC, Review and Narrow Results

- Use PatFT tool
- Search String: CPC/A45B25/22
- ❖ HINT: No spaces

USPTO Search Example (continued)

5. Review Each Relevant Patent in Depth including References Cited by the Examiner and the Applicant
 - ❖ HINT: References cited by the Examiner and the Applicant are listed on the front page of the patent
6. Retrieve U.S. Patent Applications with CPC, Review and Narrow Results
 - Use AppFT tool
 - Example: CPC/A45B25/22

USPTO Search Example (continued)

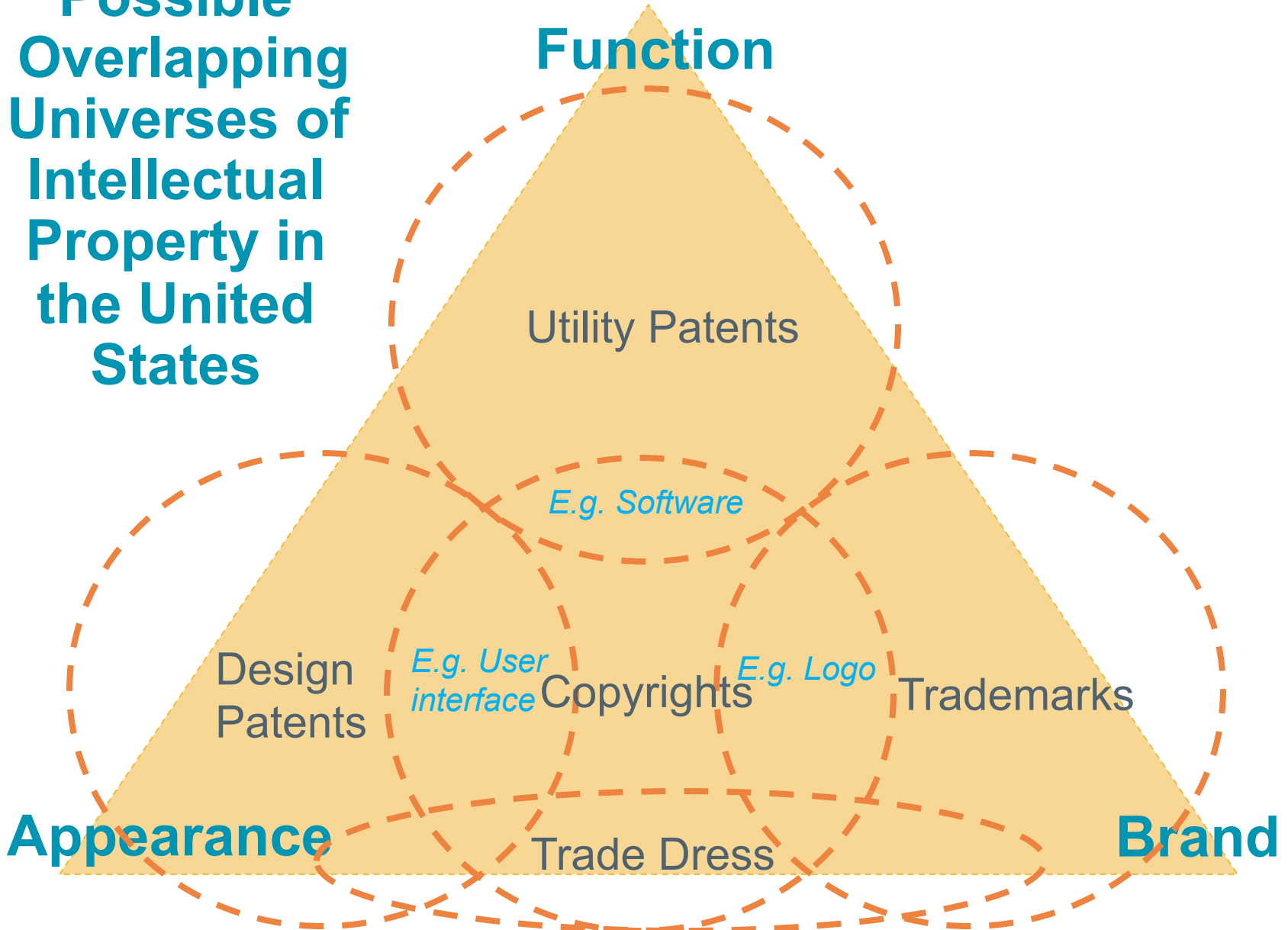
7. Broaden Your Search

- Conduct Keyword Searching
 - ❖ HINT: Use OR between synonyms, especially technical engineering language
 - ❖ HINT: Place phrases and terms of art in quotation marks
 - ❖ HINT: Use truncation symbols (\$)
- Conduct U.S. Patent Classification (CCL) Searching
- Search the Espacenet patent database @ <http://worldwide.espacenet.com>
- Search Non-Patent Literature Disclosures

Trademark Searching

- Resources
 - www.uspto.gov
 - www.google.com
 - Many more!
- Search Examples
 - Exact mark
 - Part(s) of the mark
 - ❖ HINT: Try sounds-like searching
 - Combine part(s) of the mark with an International Classification (IC) (Find relevant IC @ <http://www.wipo.int/classifications/nice/en/>)
 - Combine part(s) of the mark with a particular goods or services

Possible Overlapping Universes of Intellectual Property in the United States



Case Study #1 – Beatbots LLC

- Founded by a CMU graduate student, Marek Michalowski
- Website: <http://beatbots.net/>
- Products and Services
 - Robots
 - Software
 - Apparel
 - More?
- Intellectual Property
 - Utility Patents (search at www.uspto.gov)
 - Design Patents (search at www.uspto.gov)
 - Trademarks (search at www.uspto.gov)
 - Copyrights (search at www.copyright.gov)
 - More?

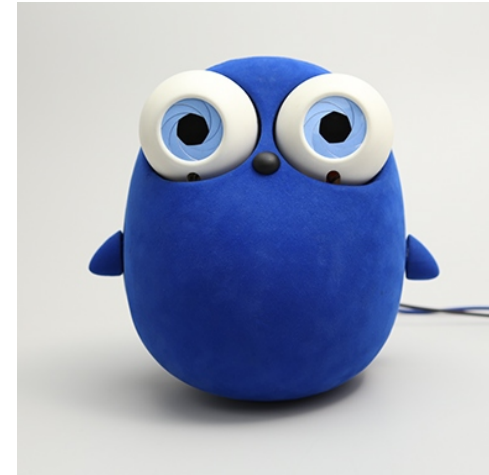
Beatbots's Brand



- Trademarks
 - Registered U.S. trademark BEATBOTS in International Classes 9 (electrical and scientific apparatus), 25 (apparel), and 28 (games and playthings)
 - Unregistered marks?
- Copyrights?
- Trade Dress?

Beatbots's Blennie

- A wobbling robot that exhibits vestibulo-ocular reflex
- <http://beatbots.net/blennie>
- Intellectual Property
 - Utility Patent: U.S. Patent No. 9,358,475, which claims priority to a provisional patent application
 - Design Patent: U.S. Design Patent No. D714,881
 - Trademarks?
 - Copyright?
 - Trade Dress?



Beatbots' Ploomi

- A glowing, touch-sensitive, interactive robotic character
- <http://beatbots.net/ploomi>
- Intellectual Property
 - Utility Patent: U.S. Patent No. 9,421,688, which claims priority to a provisional patent application
 - Design Patent: U.S. Design Patent No. D714,883
 - Trademarks?
 - Copyright?
 - Trade Dress?



Beatbots' metrognōm

- A metronome and a metrognome
- <http://beatbots.net/metrognom>
- Intellectual Property
 - Design Patent: U.S. Design Patent No. D714,888
 - Trademarks?
 - Copyright Registration Nos. VAu001149651 (color drawing), VAu001149660 (line drawing), VAu001149726 (sculpture)
 - Trade Dress?



Case Study #2: Uber Technologies Inc.

- Provider of a mobile application that allows users to request transportation services and automatically sends the closest available Uber driver to the user
- Founded in 2009
- Currently available in over 60 countries
- www.uber.com

**Overlapping
Universes of
Uber's
Intellectual
Property**

Function

Utility Patents

Design
Patents

Copyrights

Trademarks

Appearance

Trade Dress

Brand

Uber's Intellectual Property

- Fourteen issued U.S. Utility Patents
- Nine issued U.S. Design Patents
- Plus foreign patents (Canada and Europe)
- 10 Registered U.S. Trademarks, including:
 - UBER
 - UBEREATS
 - UBERRUSH
 - UBERX
 - EVERYONE'S PRIVATE DRIVER
 - UBERCAB





US009230292B2

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

(10) **Patent No.:** **US 9,230,292 B2**
(45) **Date of Patent:** **Jan. 5, 2016**

(54) **PROVIDING ON-DEMAND SERVICES THROUGH USE OF PORTABLE COMPUTING DEVICES**

(71) Applicant: **Uber Technologies, Inc.**, San Francisco, CA (US)

(72) Inventors: **Shalin Amin**, San Francisco, CA (US); **Mina Radhakrishnan**, San Francisco, CA (US); **Paul-Phillip Holden**, San Francisco, CA (US); **Curtis Chambers**, San Francisco, CA (US)

(73) Assignee: **Uber Technologies, Inc.**, San Francisco, CA (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 248 days.

(21) Appl. No.: **13/672,634**

(22) Filed: **Nov. 8, 2012**

Prior Publication Data

US 2014/0129951 A1 May 8, 2014

(51) **Int. Cl.**
G06F 3/0484 (2013.01)
G06Q 50/30 (2012.01)
G06Q 30/06 (2012.01)
G08G 1/00 (2006.01)
H04L 29/08 (2006.01)
H04W 4/02 (2009.01)

(52) **U.S. Cl.**
CPC **G06Q 50/30** (2013.01); **G06F 3/0484** (2013.01); **G06Q 30/06** (2013.01); **G08G 1/202** (2013.01); **H04L 67/18** (2013.01); **H04W 4/02** (2013.01)

(58) **Field of Classification Search**
None
See application file for complete search history.

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Primary Examiner — Ryan Barrett

(74) Attorney, Agent, or Firm — Mahamedi Paradise LLP

(57) **ABSTRACT**

A method for requesting an on-demand service on a computing device is provided. One or more processors determine the current location of the computing device. A multistate selection feature of a plurality of service options for providing the on-demand service is presented on the display of the computing device. The multistate selection feature enables a user to select a service option that is available within a region that includes the current location to provide the on-demand service. In response to the user selecting one of the plurality of service options, a summary user interface is presented on the display to provide region-specific information about the on-demand service based on the selected service option.

18 Claims, 15 Drawing Sheets

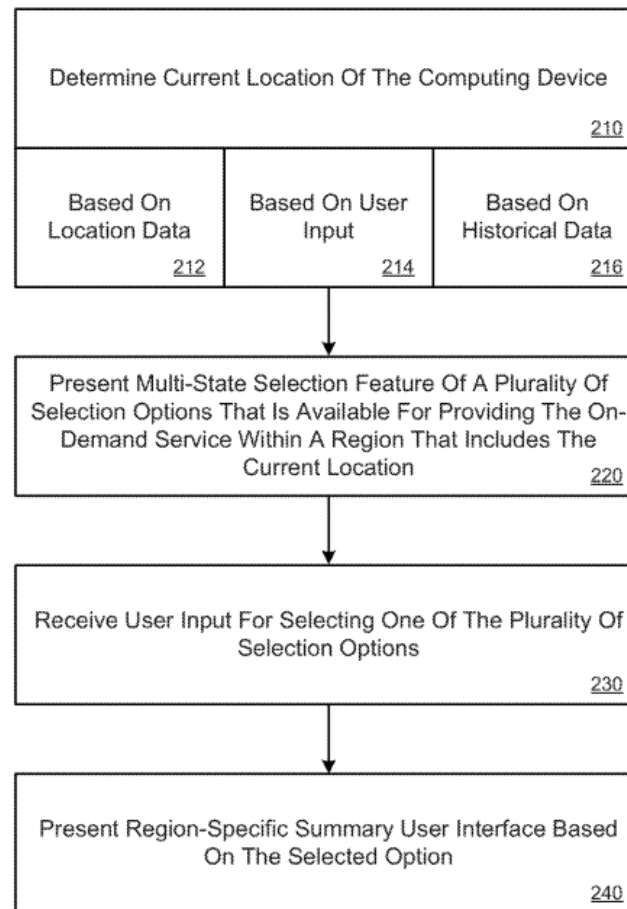
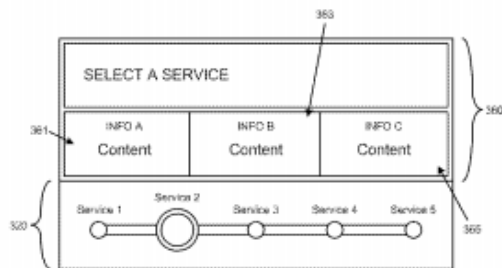


FIG. 2



Independent Claim 1 in U.S. Patent No. 9,230,292

What is claimed is:

1. A method for providing information about an on-demand service on a computing device, the method being performed by one or more processors and comprising:

determining, via a global positioning system (GPS) component of the computing device, a current location of the computing device;

providing, on a display of the computing device, a multistate selection feature that is operative by a user to select one of multiple states, each of the multiple states being associated with a corresponding transport service option that is available for request by a user operating the computing device at the current location of the computing device, wherein the transport service option that is associated with each state includes a fare or unit cost which is different than a fare or unit cost of the transport service option associated with each of the other states of the multiple states;

receiving, in connection with the multistate selection feature, a user input to select one of the multiple states;

in response to receiving the user input, corresponding to the selected state, providing, on the display, a user interface to provide service-specific information that is specific to the transport service option associated with the selected state, the service-specific information including location-specific information that is based on the current location of the computing device and a location of one or more service providers of the transport service option associated with the selected state, and cost information about the fare or unit cost of the transport service option associated with the selected state; and

wherein the multistate selection feature includes (i) a track, and (ii) a sliding feature that can be moved amongst multiple positions along the track by the user input to select any one of the multiple states; and

wherein the sliding feature includes a graphic indicator that is dynamically changed to represent the transport service option of the selected state as the sliding feature is moved amongst the multiple positions.



US00D724620S

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

(10) **Patent No.:** US D724,620 S
 (45) **Date of Patent:** ** Mar. 17, 2015

(54) **COMPUTING DEVICE DISPLAY SCREEN WITH GRAPHICAL USER INTERFACE**

(71) Applicant: **Uber Technologies, Inc.**, San Francisco, CA (US)

(72) Inventors: **Richard Gary Hansen**, San Francisco, CA (US); **Travis Cordell Kalanick**, San Francisco, CA (US)

(73) Assignee: **Uber Technologies, Inc.**, San Francisco, CA (US)

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

(21) Appl. No.: **29/436,687**

(22) Filed: **Nov. 8, 2012**

(51) **LOC (10) CL** **14-04**

(52) **U.S. CL** **D14/489**
 USPC

(58) **Field of Classification Search**
 USPC D14/485-495; D5/63; D19/5-8; D20/11; 345/440-442; 348/14.03; 715/212, 215, 221, 706, 733, 763, 770, 715/773, 777, 779, 782, 783, 786, 792, 793, 715/809, 810, 846, 849, 867, 977, 976, 835, 715/211

See application file for complete search history.

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 Primary Examiner — Karen S Acker
 (74) Attorney, Agent, or Firm — Mahamedi Paradise LLP

(57) **CLAIM**
 The ornamental design for a computing device display screen with graphical user interface, as shown and described.

DESCRIPTION

FIG. 1 is an enlarged front view of a computing device display screen with graphical user interface, under a first embodiment; and,
 FIG. 2 is a front view of a computing device display screen with graphical user interface, under a second embodiment. The broken lines showing portions of a computing device display screen in FIGS. 1 and 2 represent environmental subject matter that forms no part of the claimed design. The broken line within the solid line perimeter of the design in FIG. 2 represents a portion of the computing device display screen with graphical user interface that forms no part of the claimed design.

1 Claim, 2 Drawing Sheets

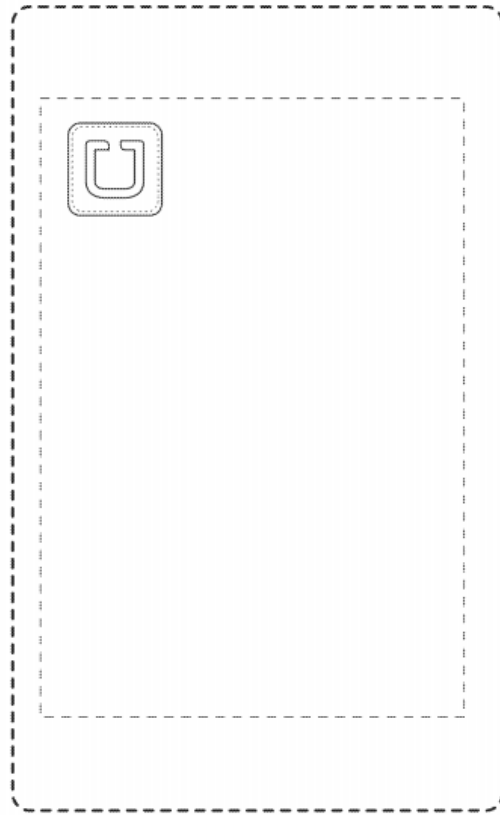


FIG. 2



US00D760283S

US D760,283 S

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

(10) **Patent No.:** US D760,283 S
(45) **Date of Patent:** Jun. 28, 2016

(54) **COMPUTING DEVICE DISPLAY SCREEN WITH GRAPHICAL USER INTERFACE**

(71) Applicant: **UBER TECHNOLOGIES, INC.**, San Francisco, CA (US)

(72) Inventors: **Carol Horiuchi**, Brisbane, CA (US); **Shalin Amin**, San Francisco, CA (US)

(73) Assignee: **Uber Technologies, Inc.**, San Francisco, CA (US)

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

(21) Appl. No.: **29/509,772**

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

(51) **LOC (10) CL** **14-04**

(52) **U.S. CL** **D14/489**
USPC

(58) **Field of Classification Search** **D14/485-495**
USPC

CPC ... G06F 3/048; G06F 3/0481; G06F 3/04812; G06F 3/04815; G06F 3/04817; G06F 3/0482; G06F 3/0483; G06F 3/0484; G06F 3/04842; G06F 3/04845; G06F 3/04847; G06F 3/0485; G06F 3/04855; G06F 3/0486; G06F 3/0487; G06F 3/0488; G06F 3/04883; G06F 3/04886
See application file for complete search history.

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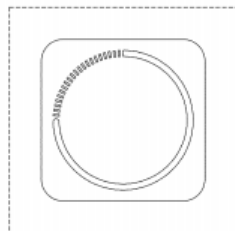
Primary Examiner — Melanie H Tung
Assistant Examiner — Bao-Yen Nguyen
(74) *Attorney, Agent, or Firm* — Mahamedi Paradise LLP

(57) **CLAIM**
The ornamental design for a computing device display screen with graphical user interface, as shown and described.

DESCRIPTION

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1 Claim, 2 Drawing Sheets



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U.S. Patent

Jun. 28, 2016

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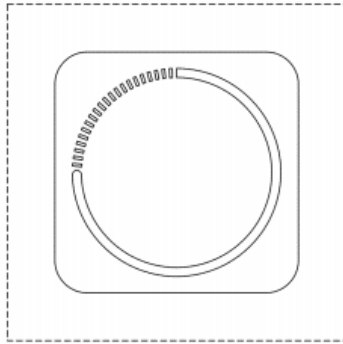


FIG. 1

U.S. Patent

Jun. 28, 2016

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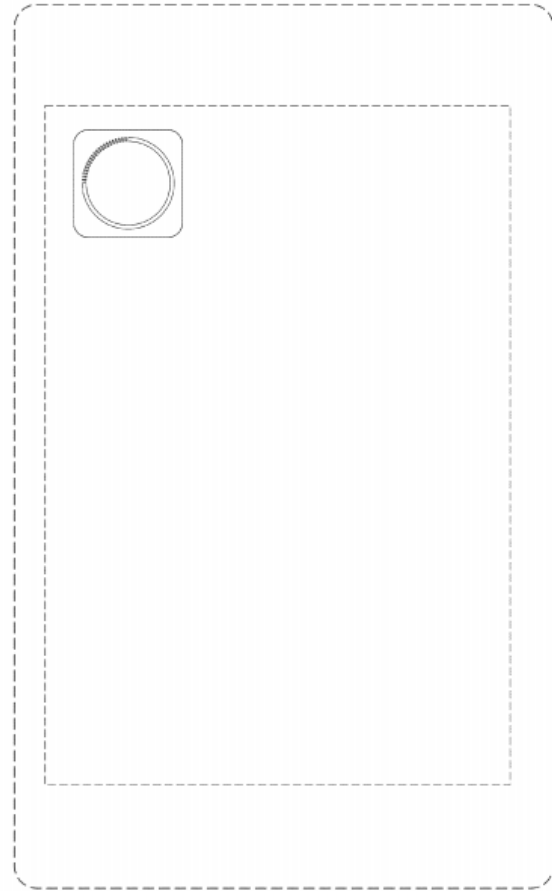


FIG. 2

THANK YOU!

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