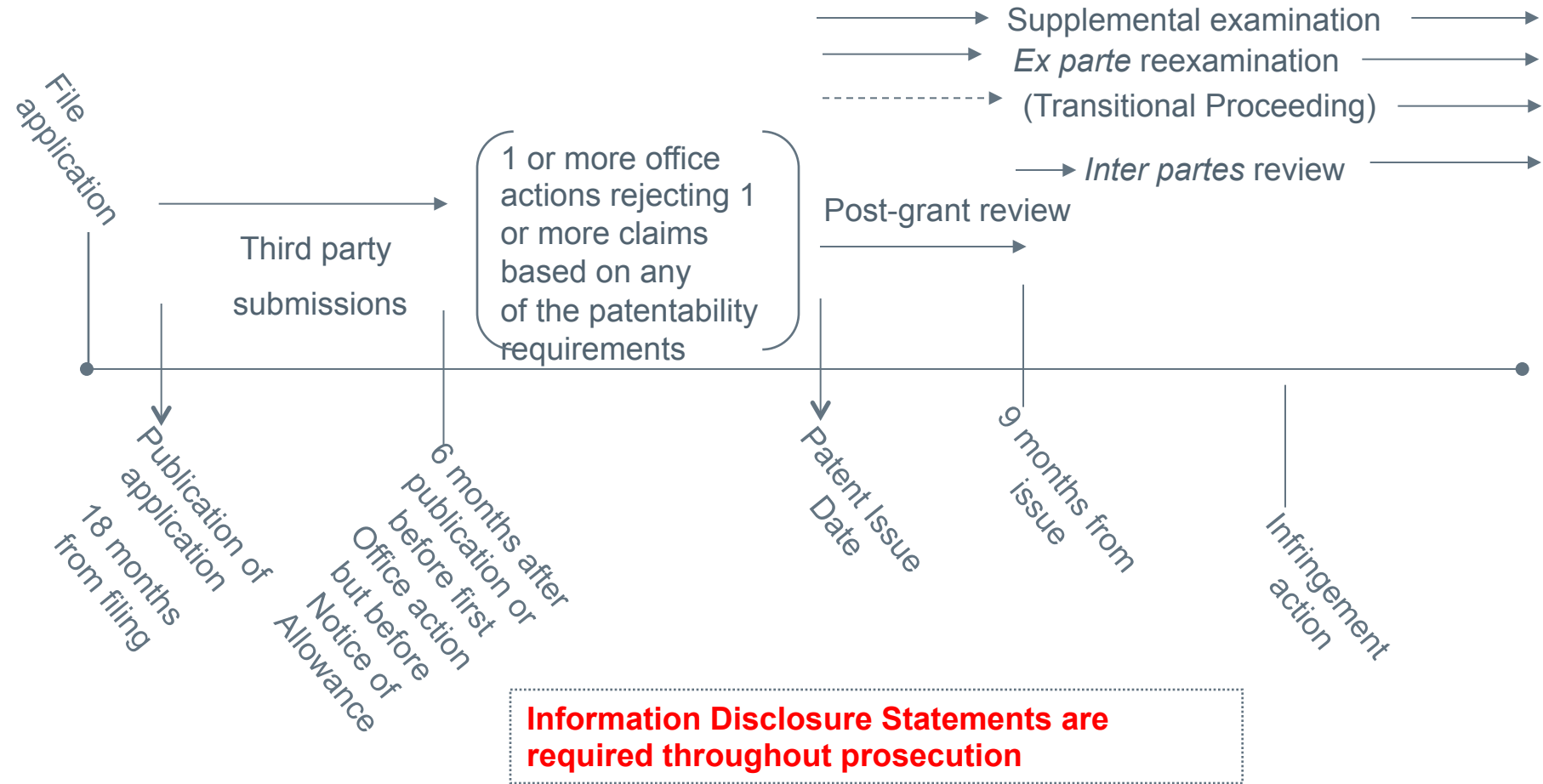


Agenda

- Introduction – Disclose at Your Own Risk!
- Prior Art Searching - Patents
 - Understanding “Prior Art” and Different Types of Searches
 - Tools / Techniques for Performing Searches
- Q&A
- Searching on Your Own

Patent Time Line – Why Prior Art is Important



Types of Prior Art Searches

- **Patentability Search** – Determines if prior art exists that would be an obstacle to getting a patent for an invention.
- The scope of this search is broad because it tries to find relevant documents including United States 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

- **Validity Search** – This search determines the validity of an issued patent by locating any prior art documents or references that would invalidate one or more of the patent claims.
- This search broadly considers prior art documents predating the priority date of the patent in question.

Types of Prior Art Searches

- **Infringement Search** – This search involves comparing a proposed product or service to non-expired United States patents to determine whether a patent claim “reads on” the product or service.
- This search uncovers issued and unexpired United States patents and published patent applications.

Types of Prior Art Searches

- **Clearance Search** – Similar to an infringement search, but also tries to find expired prior art documents.
- Strategy is that one might safely “practice the prior art” with reduced risk of patent infringement.

Types of Prior Art Searches

- **State-of-the-Art Search** – Looks at a broad, general inventive concept without specific implementation details.
- Scope of search can include broad range of different prior art to assess the “lay of the land” in the technical space in question.

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

(10) **Patent No.:** US 8,869,854 B2
(45) **Date of Patent:** Oct. 28, 2014

(54) **TIRE WITH LABEL**

(75) Inventors: **Samuel Patrick Landers**, North Canton, OH (US); **Max Harold Dixon**, Kent, OH (US); **Frank Helmut Bucher**, Konz (DE)

(73) Assignee: **The Goodyear Tire & Rubber Company**, Akron, OH (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 130 days.

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(21) Appl. No.: **13/590,668**

(22) Filed: **Aug. 21, 2012**

(65) **Prior Publication Data**

US 2013/0126063 A1 May 23, 2013

Related U.S. Application Data

(60) Provisional application No. 61/561,987, filed on Nov. 21, 2011.

(51) **Int. Cl.**

B60C 13/00 (2006.01)
B60C 13/02 (2006.01)

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

USPC **152/523**; 152/524; 152/525

(58) **Field of Classification Search**

None
See application file for complete search history.

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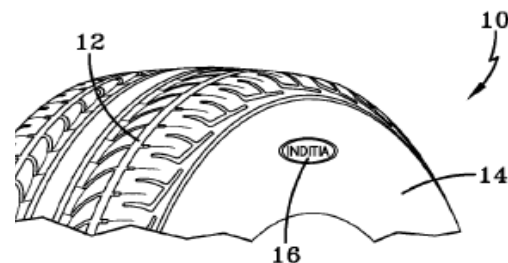
Primary Examiner — Justin Fischer

(74) *Attorney, Agent, or Firm* — June E. Rickey

(57) **ABSTRACT**

A pneumatic tire is disclosed having a label affixed to a plurality of whiskers extending from the outer sidewall of the tire. The whiskers may be T shaped. The label may be colored.

4 Claims, 7 Drawing Sheets



U.S. Patent No. 8,869,854

- Who are the inventors?
- Who is the assignee?
- What's the invention?

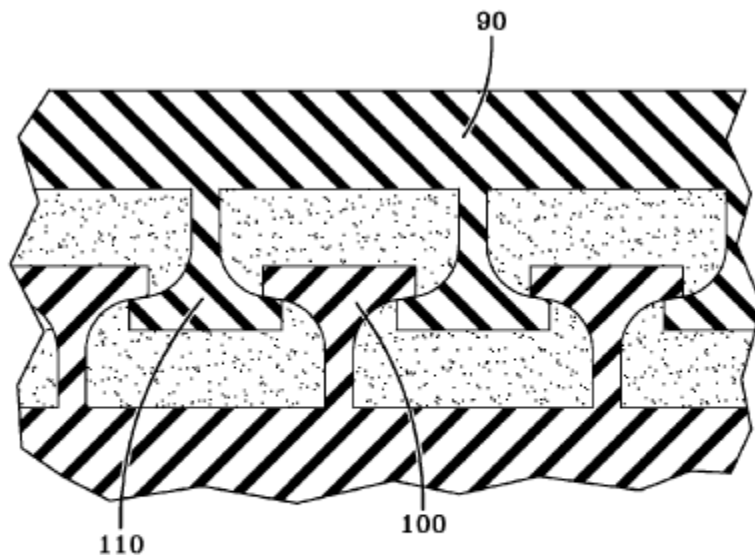


FIG-9

We claim:

1. A pneumatic tire comprising a tread, and a sidewall having a plurality of sidewall whiskers formed in a specified pattern, wherein the sidewall whiskers project from the outer surface of the sidewall, and a label having an upper surface and a lower surface, wherein the lower surface of the label has a plurality of T shaped whiskers which project from said lower surface and which are affixed to the sidewall whiskers with an adhesive.
2. The pneumatic tire of claim 1 wherein the label is formed of polyvinyl chloride.
3. The pneumatic tire of claim 1 wherein the label is colored.
4. The pneumatic tire of claim 1 wherein the tire sidewall has T shaped whiskers.

Hypothetical

- You are the inventor of the tire label mount claimed in U.S. Patent No. 8,869,854
- You work for Yourself, Inc.
- You want to conduct a patentability search on the tire label mount invention

- *Let's get started!*

Patentability Search

- Resources
 - www.uspto.gov
 - www.google.com/patents
 - Many more!
- Keyword search
 - Label
 - Indicia
 - Tire
 - Rubber
 - Elastomer
 - Whisker
 - Tongue
 - Snap-fit
 - Friction-fit
 - Interference-fit
 - Adhesive
 - ...

Patentability Search

- Example: indicia and tire (1717 search results)
- Example: abst/(indicia and tire) (45 search results)
- Example: ttl/(indicia and tire) (4 search results)
- Example: abst/((indicia OR label) AND (tire OR rubber)) (139 search results)
- Example: tire AND (label OR indicia) AND (snap\$ OR friction\$ OR interfer\$) (1470 search results)
- Example: tire AND (label OR indicia) AND ("snap fit" OR "snap-fit") (104 search results)

Patentability Search

- Inventor search
 - Example: in/landers-samuel\$ (81 search results)
 - Example: in/dixon-max\$ (94 search results)
 - Example: in/bucher-frank\$ (1 search result)

- Assignee search
 - Example: AN/"the goodyear tire & rubber company" (5668 search results)
 - Example: AN/"the goodyear tire & rubber co" (23 search results)
 - Example: an/goodyear (5884 search results)

Patentability Search

- U.S. Patent Classification
 - <http://www.uspto.gov/web/patents/classification/selectnumwithtitle.htm>
 - U.S. Class 152 – resilient tires and wheels
 - Subclass 523 – arrangement of grooves or ribs in sidewall
 - Subclass 524 – having annular inlay or cover on sidewalls (e.g., white sidewalls, etc.)
 - Subclass 525 – characterized by chemical composition or physical properties of external sidewall materials

Patentability Search

- Example: ccl/152/523 (204 search results)
- Example: ccl/152/524 (129 search results)
- Example: ccl/152/525 (293 search results)
- Example: ccl/152/\$ and (label or indicia) (139 search results)
- Example: ccl/152/\$ and ABST/(label or indicia) (20 search results)
- Example: ccl/152/\$ and (snap-fit OR "snap fit") (19 search results)
- Example: ccl/152/\$ and (interference-fit OR "interference fit") (83 search results)

THANK YOU!

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