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# What Business Reference Librarians Need to Know about Intellectual Property: Presentations sponsored by the Patent and Trademark Depository Library Association (PTDLA) at the American Library Association Annual Conference, New Orleans, June 25, 2006

Nan Myers

Wichita State University, Wichita, KS, nan.myers@wichita.edu

Jan Comfort

Clemson University, Clemson, SC, comforj@clemson.edu

Virginia A. Baldwin

University of Nebraska-Lincoln, vbaldwin2@unl.edu

Donna Hopkins

Rensselaer Polytechnic Institute, Troy, NY, hopkind@rpi.edu

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**Patent and Trademark Depository Library Association Program  
at the American Library Association (ALA) Annual Conference, New Orleans  
Saturday, June 24, 2006 – 10:30 am – 12:00 noon  
Room 294, Morail Convention Center**

**WHAT BUSINESS REFERENCE LIBRARIANS NEED TO KNOW  
ABOUT INTELLECTUAL PROPERTY**

**Speaker #1:** Nan Myers

Associate Professor; Government Documents, Patents and Trademarks Librarian  
Wichita State University, Wichita, KS

**Title: Intellectual Property Roundup: Copyright, Trademarks, Trade Secrets, and Patents**

**Abstract:** This presentation provides a capsule overview of the distinctive coverage of the four types of intellectual property – What they are, why they are important, how to get them, what they cost, how long they last. Emphasis will be on what questions patrons ask most, along with the answers! Includes coverage of the mission of Patent & Trademark Depository Libraries (PTDLs) and other sources of business information outside of libraries, such as Small Business Development Centers.

**Speaker #2:** Jan Comfort

Government Information Reference Librarian  
Clemson University, Clemson, SC

**Title: Patents as a Source of Competitive Intelligence Information**

**Abstract:** Large corporations often have R&D departments, or large numbers of staff whose jobs are to monitor the activities of their competitors. This presentation will review strategies that small business owners can employ to do their own competitive intelligence analysis. The focus will be on features of the patent database that is available free of charge on the USPTO website, as well as commercial databases available at many public and academic libraries across the country.

**Speaker #3:** Virginia Baldwin  
Professor; Engineering Librarian  
University of Nebraska-Lincoln, Lincoln, NE

**Title: Mining Online Patent Data for Business Information**

**Abstract:** The United States Patent and Trademark Office (USPTO) website and websites of international databases contains information about granted patents and patent applications and the technologies they represent. Statistical information about patents, their technologies, geographical information, and patenting entities are compiled and available as reports on the USPTO website. Other valuable information from these websites can be obtained using data mining techniques. This presentation will provide the keys to opening these resources and obtaining valuable data.

**Speaker #4:** Donna Hopkins  
Engineering Librarian  
Renssalaer Polytechnic Institute, Troy, NY

**Title: Searching the USPTO Trademark Database for Wordmarks and Logos**

**Abstract:** This presentation provides an overview of wordmark searching in [www.uspto.gov](http://www.uspto.gov), followed by a review of the techniques of searching for non-word US trademarks using codes from the Design Search Code Manual. These codes are used in an electronic search, either on the uspto website or on CASSIS DVDs. The search is sometimes supplemented by consulting the Official Gazette. A specific example of using a section of the codes for searching is included. Similar searches on the Madrid Express database of WIPO, using the Vienna Classification, will also be briefly described.