6-24-2006


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  
*Renssalaer Polytechnic Institute, Troy, NY, hopkind@rpi.edu*

Follow this and additional works at: [http://digitalcommons.unl.edu/library_talks](http://digitalcommons.unl.edu/library_talks)

Part of the Library and Information Science Commons
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, Morial 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.