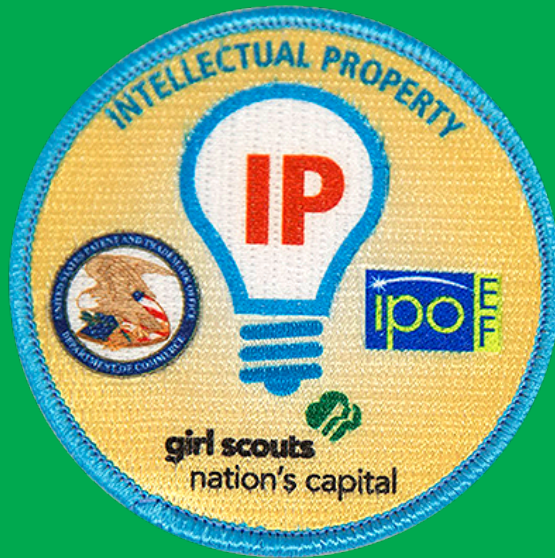


Developed in partnership with
the United States Patent and
Trademark Office and the
Intellectual Property Owners
Education Foundation



Investigating Possibilities

The Girl Scout Cadette Entrepreneur badge taught you how to think like an entrepreneur. For the IP patch you'll learn how to add value to your business by using intellectual property to promote and protect your work.

What does IP mean? It means Intellectual Property, and it also means Investigating Possibilities.

Steps:

1. Intellectual Property: What is that?
2. Trademark: Put your mark on it
3. Entrepreneurs like you!
4. Follow the Leader: Repurpose an Invention

Purpose: When you've completed the Investigating Possibilities patch, you will understand the role of intellectual property in protecting and adding value to the business you envisioned in the Entrepreneur badge.



Words to Know!

Patent Infringement

Unauthorized making, using, offering to sell, selling or importing into the U.S. any patented invention.

Specification

The part of the patent that describes the invention and the manner and process of making and using it.

Prior Art

All of the information about technology very similar to your invention that was available to the public before you filed your patent application.

STEP 1: Intellectual Property: What is that?

It is virtually impossible to talk about entrepreneurship without introducing the concept of intellectual property (IP). IP is just as the name suggests – “intellectual” meaning deriving from the mind or creative spirit and “property” meaning something that is tangible that can be bought, sold, or traded. So, put the two words together and you have “products of the human mind that can be tangibly expressed and have value such that they can be controlled, bought, sold, or shared.”

Patents, trademarks, and copyrights are the most well-known forms of IP rights that protect inventions, symbols, and works. In the United States, the United States Patent and Trademark Office (USPTO) is the federal agency responsible for issuing patents and for registering trademarks. The USPTO is an agency of the U.S. Department of Commerce. Copyrights are registered with the Copyright Office at the Library of Congress.

IP rights allow us to protect and control how our inventions, distinctive names and brands, original writings and artwork are used. They also provide us with guidelines for using other people’s intellectual property.



Do patents, trademarks, and copyrights protect the same things?

No. Patents, trademarks, and copyrights protect different types of intellectual property. Patents protect inventions. There are three kinds of patents. Utility patents protect how an invention works, functions or is made. Design patents protects the appearance of the invention, or how it looks. Plant patents protect new and distinct plant varieties that can be asexually reproduced.

Trademarks typically protect brand names and logos used on goods and services. Copyrights protect original artistic or literary works.

Think back to your Entrepreneur badge; what type of IP did you create for your business? List it here:

What forms of IP protection would you use to protect it?

- Products**
- Advertisements**
- Logos**
- Client Lists**
- Art Work**



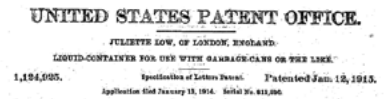
Juliette Gordon Low, Inventor

Did you know that Girl Scouts founder Juliette Gordon Low was also an inventor?

She invented a garbage can liquid container, made of cheap, non-metallic, waterproof paper.

(US Patent # 1,124,925)

You can look on the USPTO's website for more information on Juliette Gordon Low's patent: www.uspto.gov.



She also designed a trefoil shaped badge. How is it like our trefoil today? How is it different?



Putting IP to work: See what girls can do!

What is the value of a patent?

- Incentive to invent
- Creation of assets
- Security for investment
- New technology resources
- Building blocks for future inventions
- Contribution to society
- Source of historical information

Marissa Streng is an entrepreneur. She is also an inventor, U.S. Patent No. 8371246, and the owner of a registered trademark, U.S. Registration No. 4,180,825.

Marissa developed her invention as part of a student invention competition. Conduct a search of the USPTO patent and trademark databases. Can you find Marissa's patent and trademark? What is her invention? Search the internet – can you find any examples of Marissa's work that may be protected by copyright?



(12) United States Patent		(10) Patent No.: US 8,371,246 B1
Streng		(45) Date of Patent: Feb. 12, 2013
(54) DEVICE FOR DRYING PETS		6,576,179 B1 * 2/20/11 Arnold et al 6,545,162 B1 * 7/20/11 HENRI 2005,0314,389 A1 11/20/05 Desai et al 2012,090,002 A1 * 8/20/12 Hsu
(57) Inventor: Marissa Streng, Indian Rocks Beach, FL (US)		119,836 119,836
(57) Assignee: MTS Innovations, LLC, Indian Rocks Beach, FL (US)		1,000,000 B1 * 1/20/02 2,528,018 A1 * 2/19/02 * cited by examiner
(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 22 days.		<i>Primary Examiner: Rob Switick</i> <i>Assistant Examiner: Lisa Using</i> <i>C41 Attorney, Agent or Law Firm: Ronald J. Smith, Smith & Hopewell, P.A.</i>
(21) Appl. No. 13/039,916		(57) ABSTRACT
(22) Filed: Mar. 3, 2011		A pet-drying device including a flexible sheet material having four openings formed therein for receiving the legs of a four-legged animal. Each opening seals around the perimeter of a pet's leg. The sheet material includes first and second longitudinally disposed edges and first and second transversely disposed edges. A first handle is formed along the first longitudinally disposed edge, a first drawstring for loosely tightening the sheet material around the neck and a second drawstring that tightens around the tail. The first and second transversely disposed edges are secured to one another with a releasable fastener when the device is wrapped into a tubular configuration around the trunk of a pet. Warm air from a hair dryer is delivered to the inside of the sheet material through an elongate hose that engages a large diameter opening formed in the sheet material.
(51) Int. Cl. A01K 13/00 (2006.01)		4 Claims, 4 Drawing Sheets
(52) U.S. Cl. 119,606; 119,678; 119,698; 119,671		
(53) Field of Classification Search 119,602; 119,603; 604; 614; 616; 853; 608; 871; 677; 119,678; 606; 654; 725; 850; 856		
See application file for complete search history.		
(59) References Cited		
U.S. PATENT DOCUMENTS		
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6,731,117 B1 * 5/2001 Spahr	119,836	

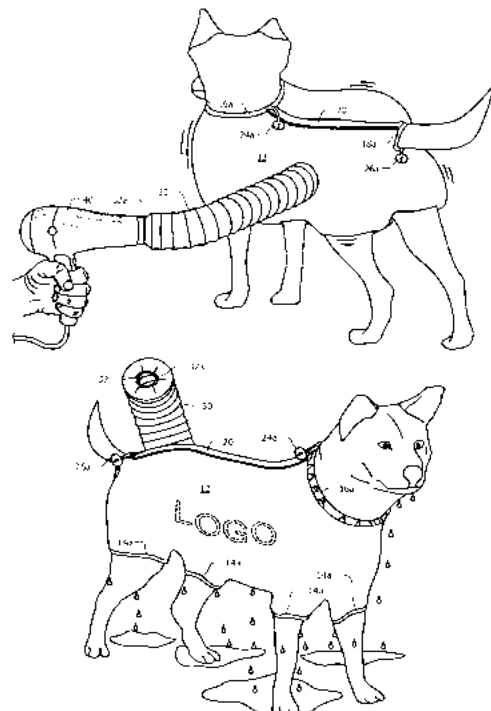


FIG. 3

STEP 2:

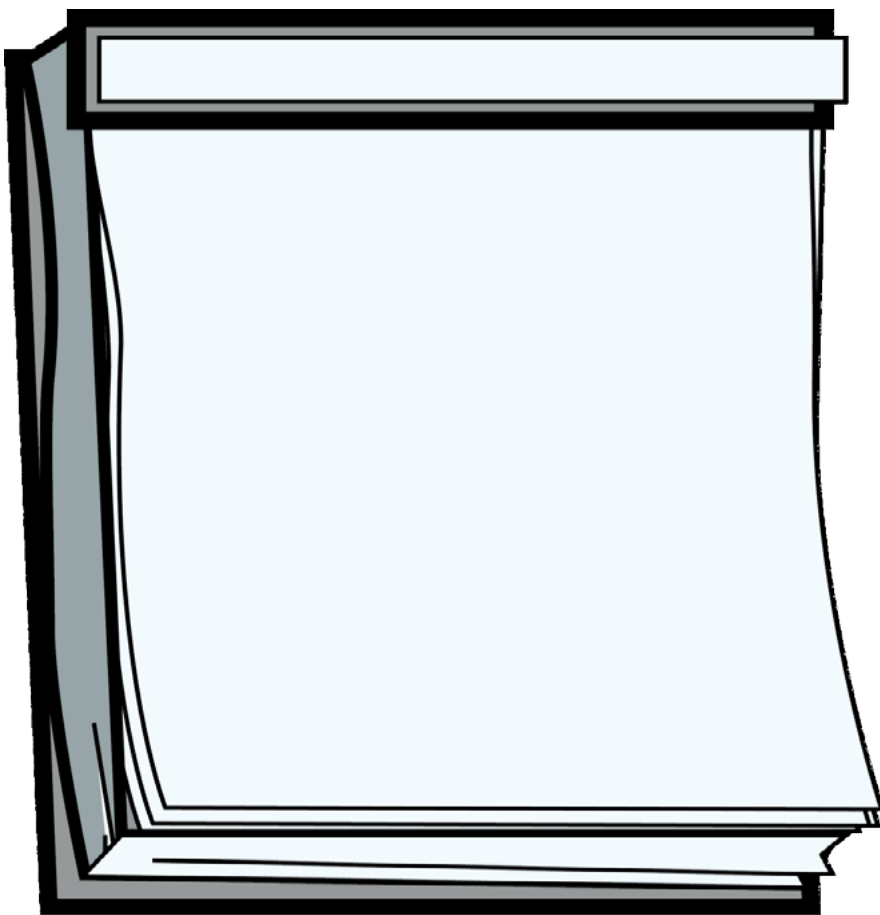
Trademark: Put your mark on it!

Design Your Trademark!

Think back to your Entrepreneur badge and design a trademark that can market your invention.

Consider brand name products you use in everyday life and think about the image you want to portray to your customers.

What colors, shapes, or phrases come to mind? Sketch your idea below and share it with your troop!



You're never too young to be an entrepreneur, to receive a patent, or to register a trademark. Marissa was in the third grade when she applied for her patent!

Did you know? U.S. Patent No. 5,231,733 was issued to a four year old inventor. What was the invention?

Take your idea to the next level by turning it into a reality. What will you invent?

What is the value of federal trademark registration?

The right to use the federal registration symbol ® and give public notice of your claim of ownership of the mark, which may deter others from adopting a trademark that is similar to yours.

The right to bring an action in federal court regarding the trademark.

Legal presumption of ownership of the mark and exclusive right to use the mark nationwide on or in connection with the goods/services listed in the registration.

The right to file the U.S. registration with the U.S. Customs and Border Protection (CBP) to prevent importation of infringing foreign goods.

Use of the U.S. registration as a basis to obtain registration in foreign countries.



“Juliette Gordon Low was in fact a savvy entrepreneur, possessing most of the characteristics that we would today consider essential for anyone starting their own business or organization. She was a visionary and a risk-taker.”

-Stacy Cordery
Author of Juliette Gordon Low: The Remarkable Founder of the Girl Scouts

STEP 3: Entrepreneurs Like You!

Steve Jobs
Debbie Sterling
Walt Disney
Oprah Winfrey
Juliette Gordon Low

All of these people have something in common. They had an idea that sparked an empire. They are entrepreneurs who created new worlds through innovation and creation as they worked to serve their communities.

Did they take this to the next level and protect their IP?

You can find out at www.uspto.gov. Visit the website and search for these inventors and entrepreneurs in the patent search and trademark search options. See what you can find! Experiment with different combinations of words, phrases, and names to try to determine what types of IP they may have.

During your search find the items below:

An entrepreneur who has a patent

An entrepreneur who has registered a trademark for her company's services

An entrepreneur who uses her name as a trademark

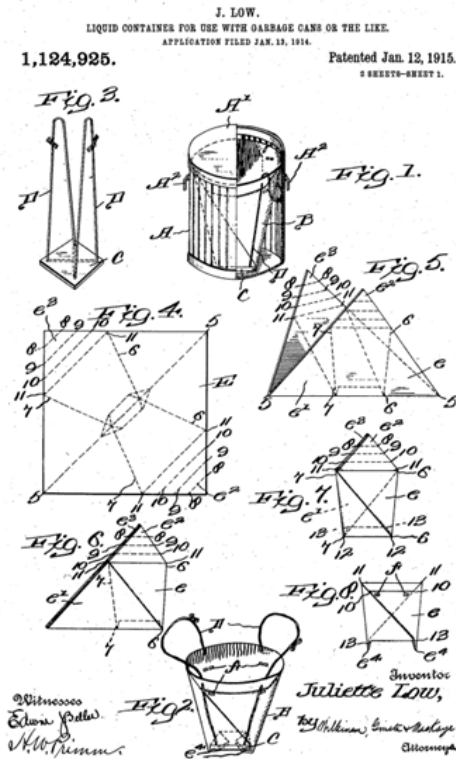
An entrepreneur who is a woman

An entrepreneur who created a product or service you use everyday

An entrepreneur who has a product or service that you know the slogan for

Bonus! Is that slogan a registered trademark?

STEP 4: Follow the Leader: Repurpose an Invention



Supplies
US Patent No. 1,124,925
Paper

Activity

Now it is your turn to put your IP skills to work. Attempt to make Juliette Gordon Low's invention.

Step 1: Make the invention by looking at the photo of the garbage container in the expired patent and by reading the specification. (It is okay to make the invention because the patent has expired! That's the deal the inventor makes with the USPTO; in exchange for the right to exclude others from making, using or selling their invention for a limited period of time, the inventor gives all of us the ability to benefit and learn from their invention after the term expires). How would you improve Low's invention or make it better? Can you think of other uses for the invention?

Step 2: Think about how you might improve or build upon the invention. Can you think of other uses for the invention?



Try More!

Come up with an original trademark to distinguish your container from other container makers.

Remember the patent has expired now and anybody can make this container.

What is going to make your product different or preferred over someone else's? How will people know which container is manufactured by you? Yes, your trademark! That is how you can make your products known.

Try to come up with a symbol or picture to uniquely identify your goods.

Search the USPTO database to see if anyone has come up with a trademark similar to your mark.

Now that you have a product and a creative trademark to identify and distinguish yourself as the maker of your container, write a poem or song about your container.

After your poem or song is written down, sign your name, date it, and include a © symbol.

Trademarks associated with the Girl Scouts

Circle the trademarks you recognize from the Girl Scouts. What are the goods or services associated with each trademark?

IT'S YOUR WORLD-CHANGE IT!

GIRLTOPIA



THIN MINTS

GIRL SCOUTS

TREFOILS

Thank you to our partners

