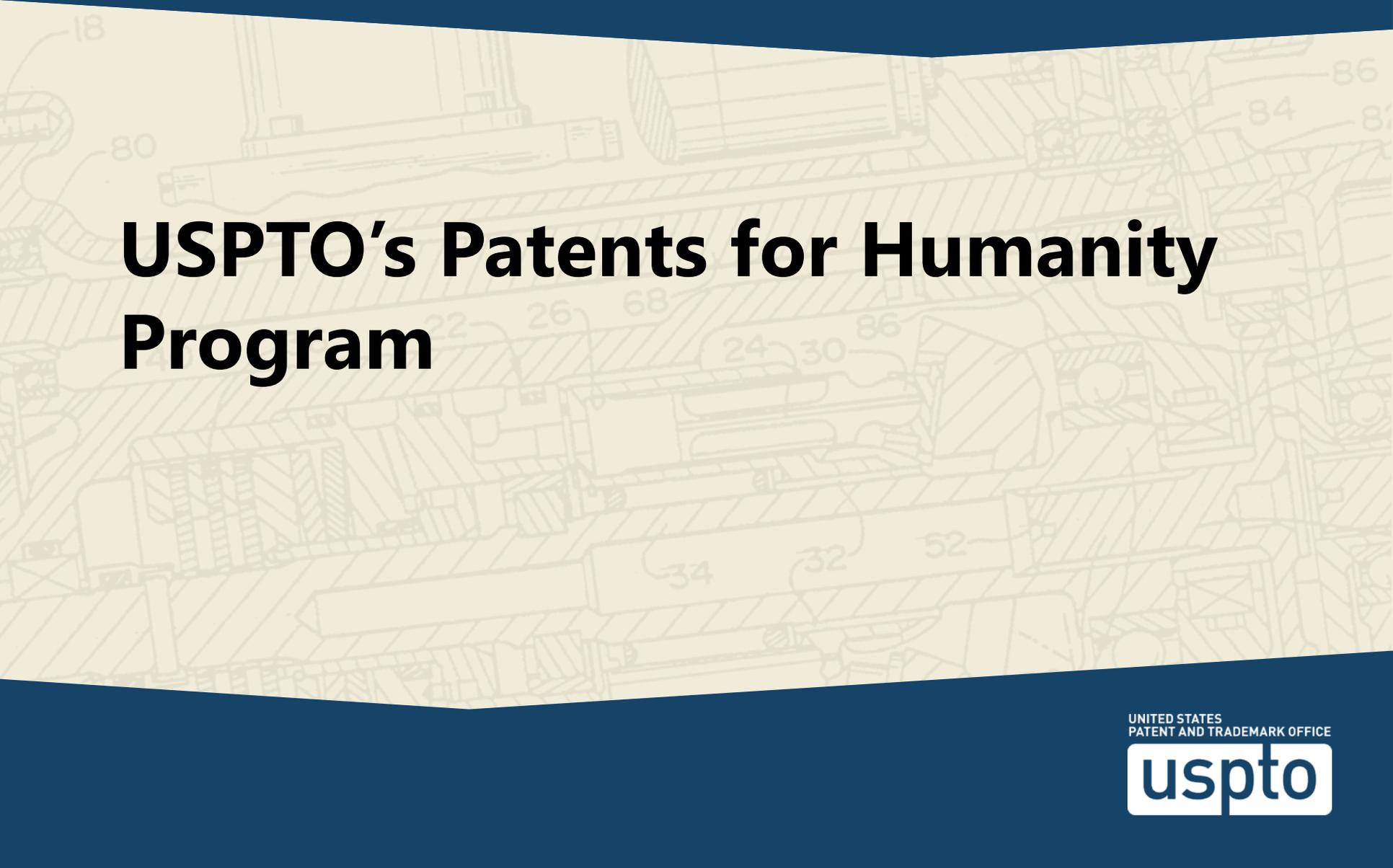


UNITED STATES
PATENT AND TRADEMARK OFFICE





USPTO's Patents for Humanity Program

UNITED STATES
PATENT AND TRADEMARK OFFICE



PATENTS for HUMANITY

It's not just an invention.

The U.S. Patent and Trademark Office
an agency of the Department of Commerce



Patents for Humanity summary

- Awards competition for innovators who deploy game-changing technologies to meet global humanitarian challenges
- Winners receive accelerated USPTO processing of one matter in their portfolio (any technology)
- Awards ceremony for the winners
- Gave 7 awards in Apr 2015 and 10 awards in 2013



1. Why is USPTO doing this?



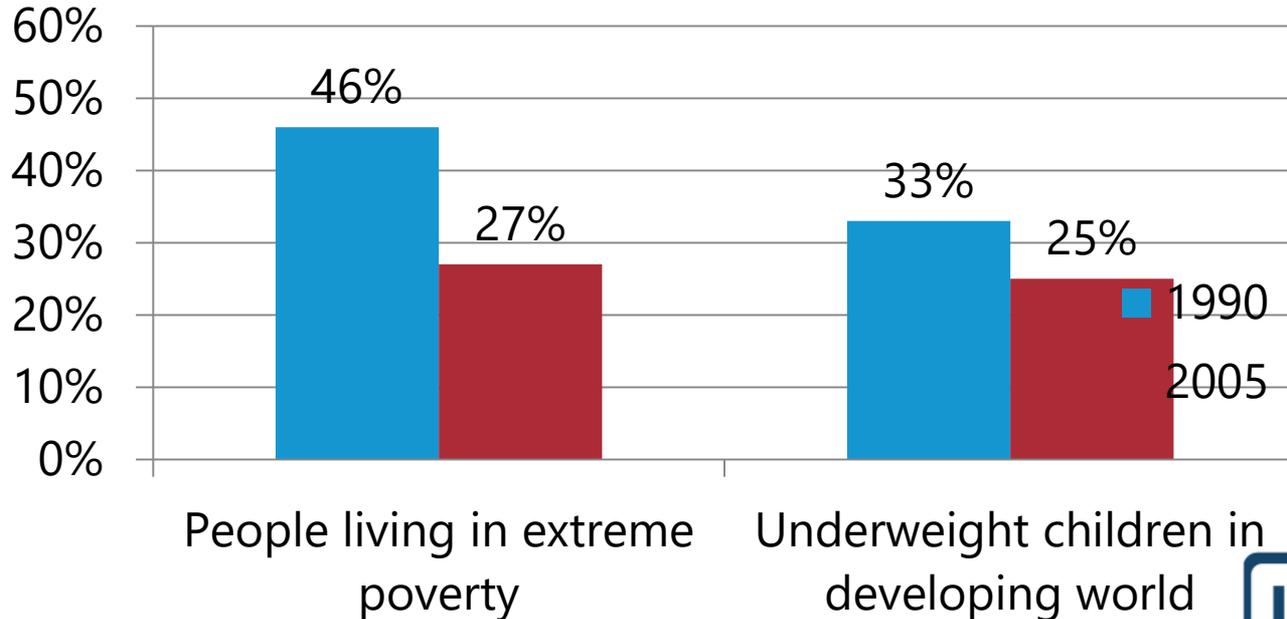
Context

- 1.02 billion suffer from hunger
- 884 million don't have access to clean water
- Neglected tropical diseases affect 1.4 billion
- Poor sanitation affects 1.4 billion



Progress

Since 1990, people living on less than \$1.25 a day declined from 1.8 billion to 1.4 billion.



USPTO Goals

Goals include:

- Bring attention to humanitarian issues
- Provide success stories for others to emulate
- Show how patents create solutions to global challenges



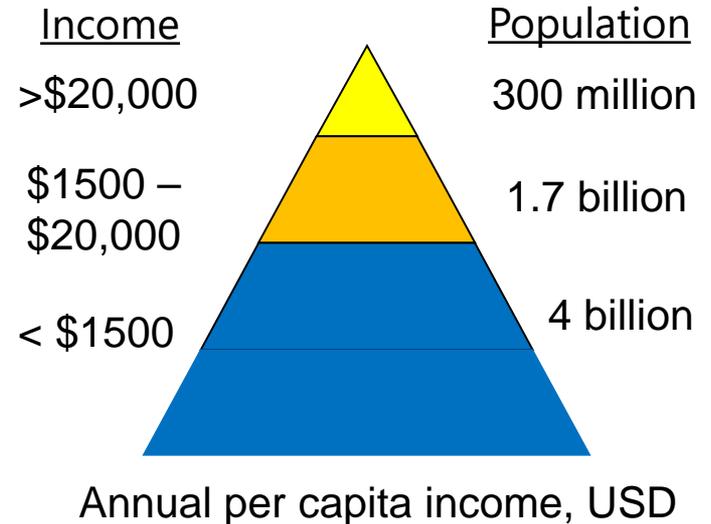
2. Why should you do this?



Emerging opportunity

Businesses are using innovative models to create new opportunities at the base of the economic pyramid

- “4 billion people at the base of the pyramid... represent one-third of the world’s economy.”
- *Segmenting the Base of the Pyramid*, Harvard Business Review, June 2011
- Bill Gates: “how to fight poverty with profitability”



Local engagement

Engaging with local communities yields greater success

- Understanding local needs creates better solutions
- Reverse Innovation can benefit developed markets (GE, P&G, Microsoft, Nokia, Tata Motors)



“if companies link their own financial success with that of their constituencies... The local communities’ growing economic health boosts profits and prosperity for everyone along the value chain.” *Segmenting the Base of the Pyramid*, HBR 2011



Recipient's view

"Since winning the award, we have received inquiries from potential clients and partners who were impressed by our innovation and the recognition from USPTO. The award has opened doors for us and helped to solidify greater brand awareness and reputation."

The logo for Sproxil Inc. features the word "SPROXIL" in white, bold, uppercase letters on a red rectangular background. A small white circle is positioned to the right of the text.

Meliza Anne Mitra, Global Business
Coordinator for Sproxil Inc. (2013 recipient)



3. Who else is doing this?



(C) Procter & Gamble



2015 Awards



- Made 7 awards in 5 categories: Medicine, Sanitation, Nutrition, Energy, Living Standards
- Ceremony at the White House (EEOB)



Medicine

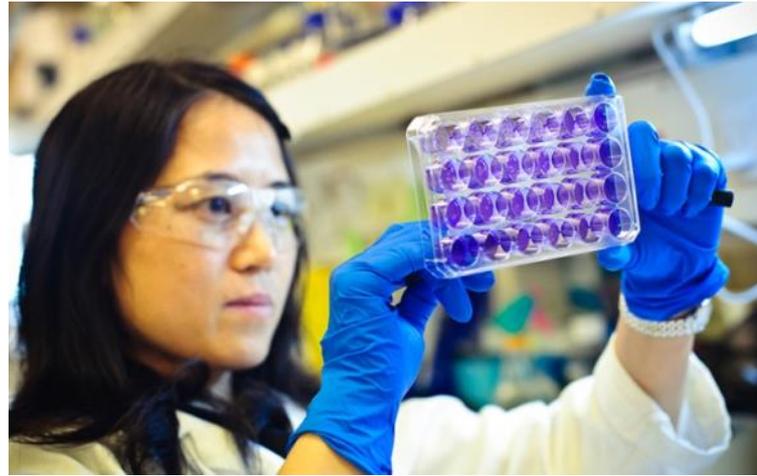


Artemisinin anti-malarial drugs

Image © Kristian Peters 2007. CC-BY-SA



Medicine



Tuberculosis drug candidates



Image © Novartis

Sanitation

American Standard



"SaTo" safe toilet pans

Image © American Standard



Energy

SUNPOWER®



Shipping container
solar lighting station



Nutrition



PlumpyNut malnutrition
treatment



Nutrition

Golden Rice Project



Vitamin-A enriched rice



Living Standards



All-terrain wheelchair



2013 Recipients



*Intermark
Partners*



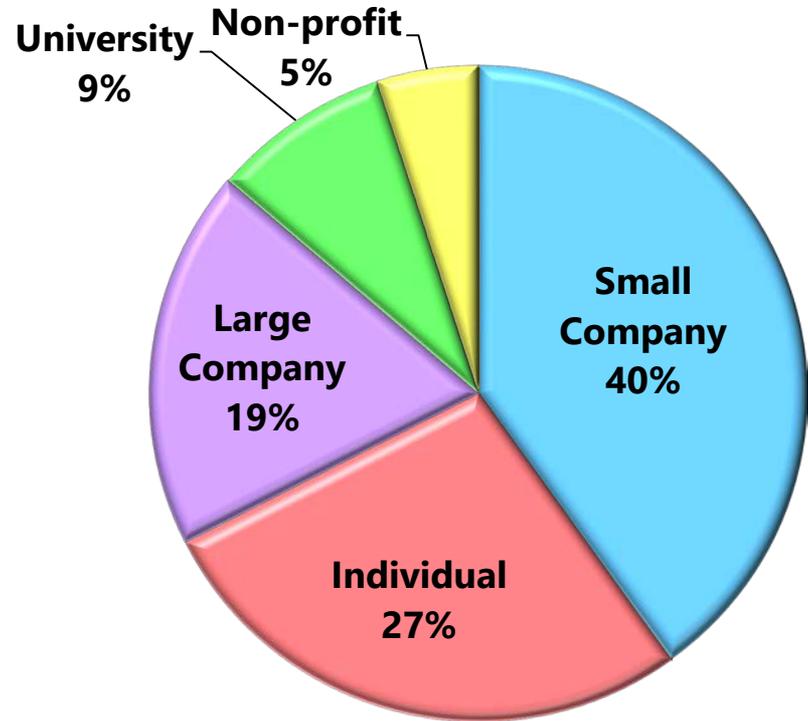
5 large companies, 3 small companies, 1 university,
1 non-profit. More info at
www.uspto.gov/patentsforhumanity



2012 Applicant Types

80 Total Applications

- 67 Use
- 13 Research



How to Apply



- Applications due Dec 8, 2017
- Non-technical narratives, doable in a few hours
- Apply online at <http://www.uspto.gov/patentsforhumanity>



Practitioners

What can you do in your practice?



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“In our global economy, progress in even the poorest countries can advance the prosperity and security of people far beyond their borders, including my fellow Americans.”

**President Barack Obama
U.N. Millennium Development Goals Summit
September 22, 2010**

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