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

Inspiration Producers

The Girl Scout Senior Social Innovator badge taught you how to identify a social problem and develop a great solution. The IP patch will inspire you and show you how intellectual property helps protect and promote innovation.

What does IP mean? It means Intellectual Property, and it also means Inspiration Producers.

Steps:

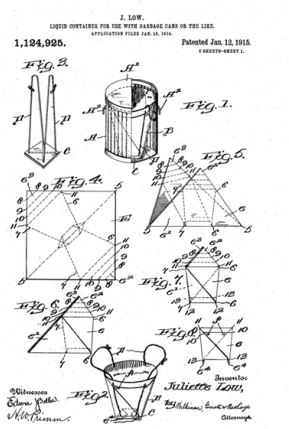
1. Patents on Plants?!
2. Careers in Innovation
3. Trademarks: Put your mark on it
4. Intellectual Property Today: Piracy, counterfeiting, and plagiarism

Purpose: When you've completed the Inspiration Producers patch, you will understand the basic concept of intellectual property and be empowered to share your knowledge with other girls.

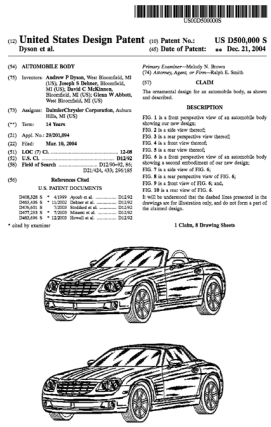
seniors

There are many different kinds of patents; check out the ones below:

A utility patent protects a new and useful process, machine, article of manufacture, or composition of matter, or any new and useful improvement thereof.



A design patent protects the way an object appears.



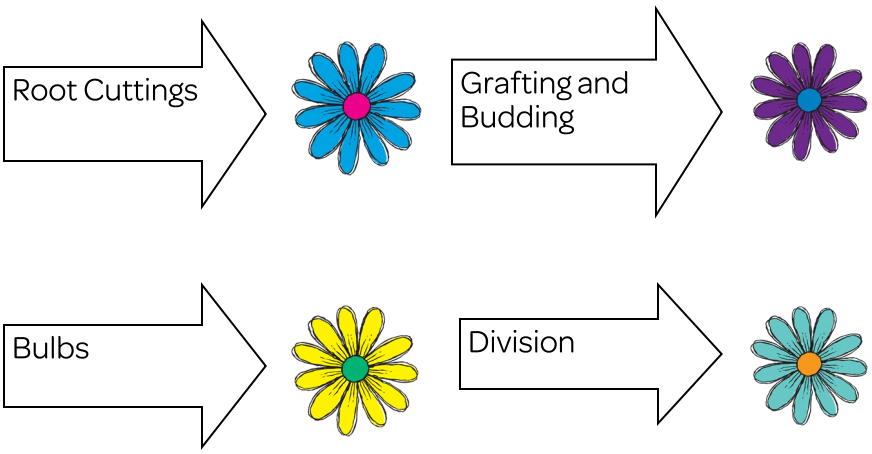
STEP 1: Patents on Plants?!

While working on Step 1 in the Social Innovator badge you learned more about "healthy eating." Now you will learn more about plants and how they can be protected through patents.

- What ways have patents affected our food in the past 100 years? For example, ingredients, shelf life, manufacturing processes, and packaging. Go to www.google.com/patents to search for patents to support your ideas.

Plant Patent

A plant patent is a patent issued for newly invented strains of asexually reproducing plants, granted to any new variety of plant not produced from seeds. Wait, no seeds? Yep. New plants can be created in the following ways:



The USPTO issues patents for asexually reproduced flowering plants, fruit trees, and other hybrid plants. Nurseries and horticulturists are the primary industry for this type of patent protection.

Connect It!
How does your new knowledge about plant patents connect to the *Sow What ? Journey?*

What does a plant patent look like?

Plant patents protect asexually reproduced plant varieties.

PLT-145
C5203
SR
OR PP 002,090
S. BOERNER
SEARCH ROOM
Plant Pat. 2,090
ROSE PLANT
Filed Nov. 15, 1960
Inventor.
E. S. Boerner
By: Robb & Robb
Attorneys.

Inventor
Name of person or people who came up with invention

Patent Number
Each patent gets its own number

Title
Name of invention

Patent Date
Date when invention becomes patented

Drawings
Pictures and views of the new plant

- Who is the inventor?_____
- What is the invention?_____
- What is the patent number?_____

What federal agency issues patents?

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

More to Explore

Find a woman who has an intellectual property job in your community and invite her to give a talk to your troop or another troop. The Pixie List is a great way to get connected to IP professionals in your community.

What is a Patent?

A grant by the U.S. Government conferring to an inventor the right to exclude others from the:

- manufacture
- sale or offering for sale
- use
- importation

of her invention in/into the U.S. for a limited period of time.

STEP 2.
Careers in Innovation

Did you know that the United States Patent and Trademark Office employs over 11,000 people? With that many jobs there are many things you could be interested in.

- Make a list of all the jobs you can think of related to intellectual property. Compare it to the career list on the next page.
- Choose a career you've never heard of and explore that career.
- Find a woman who holds that job and interview her about the work she does (this can be in person, by e-mail, by phone, etc.). Be creative!

Oct. 9, 1962 E. S. BOERNER Plant Pat. 2,181

ROSE PLANT

Filed Oct. 31, 1961

Girl Scout Example

Did you know the Girl Scouts have their very own rose? View the Plant Patent for the Girl Scout Rose on the previous page.

Developed by Eugene S. "Gene" Boerner at Jackson & Perkins in 1960, a yellow rose was created specifically for the Girl Scout 50th anniversary.

The 1962 Girl Scout Calendar had the following description of the rose: "The Girl Scout rose is a beautiful yellow floribunda developed by Jackson & Perkins to commemorate Girl Scouting's 50th anniversary. Home gardens, town parks, school, library and hospital grounds will show plantings of this lovely rose." Unfortunately, since 1962 very few of the rose bushes have survived due to garden renovations and weather.

If you were to create a new variety of rose, what would your rose look like? How would you begin?

Intellectual Property Career List

Starter Interview Questions

- How did you find your current job?
- What training did you receive in school or work for your position?
- What education did you need?
- What does an average day look like at your work?
- What do you see as your contribution to intellectual property?

More Careers to Explore

Trademark Examining Attorneys

- Review trademark applications to decide if the marks meet the requirements for federal registration.
- Search the trademark database to determine if there are similar marks which could confuse consumers.
- Examine how companies are using their trademarks in the marketplace.

Trademark Examining Attorneys use their legal backgrounds to understand and apply the laws governing registration of trademarks.

Patent Examiners

- Make up a large workforce within the IP field
- Review patent applications to determine if the invention is fully explained and complies with legal rules
- Research the subject matter of the invention
- Learn about new technology through training and research

The vast majority of patent examiners need a background in science, engineering, technology, or math in order to understand inventions.

What is the value of a federal trademark registration?

- 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 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 concerning the trademark in federal court
- The right to record the U.S. registration with the U.S. Customs and Border Protection (CBP) to help prevent importation of infringing foreign goods
- Use of the U.S. registration as a basis to obtain registration in foreign countries
- Creation of assets

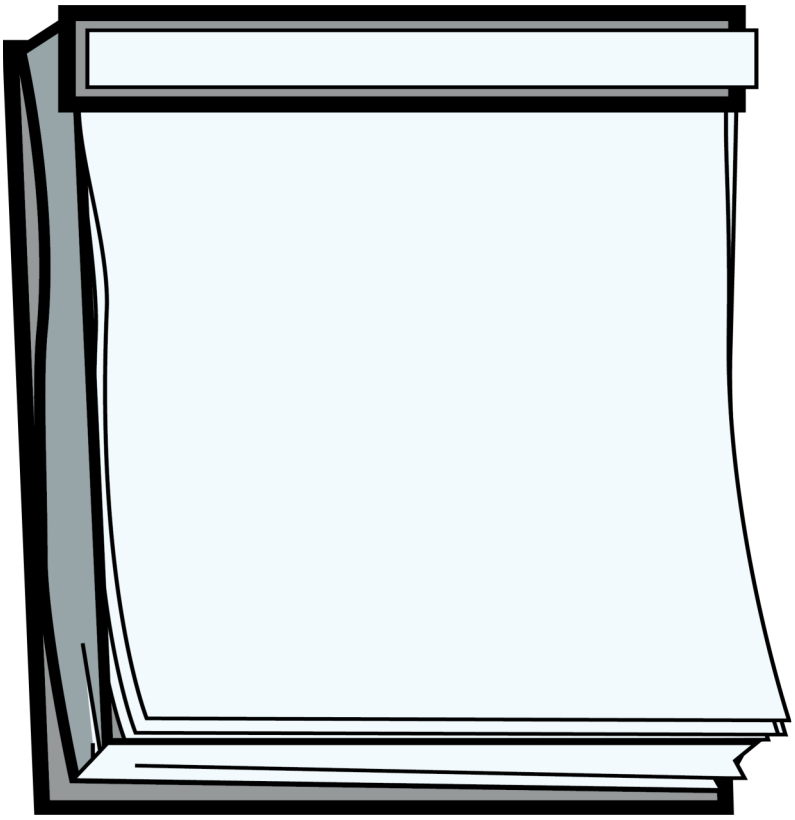
STEP 3.
Trademark: Put your mark on it

What is a trademark? Trademarks help you tell the difference between the source of one person's product or service and someone else's product or service. Most trademarks are words, designs, or a combination of words and designs. But, trademarks can take many other forms. Sounds, scents, and colors can also function as trademarks.

The USPTO reviews trademark applications and determines whether the applied-for mark meets the requirements for federal registration. Federal registration of trademarks is not required but has significant advantages for the owner.

Design your own trademark!

Jackson & Perkins, the company that made the Girl Scout rose, has a trademark that helps consumers identify their products. In the box below create a trademark you would use if you owned a company that created plant or rose varieties.



STEP 4.
Intellectual Property Today: Piracy, counterfeiting, and plagiarism

Have you seen copyright protected works being violated on the internet? Have you seen fake products being sold as the real thing?

Though technology has changed the way we interact with the world and made our lives easier, it also allows for problems with intellectual property misuse and theft.

Plagiarism is copying a work without giving credit to the source – sometimes claiming the work of someone else as your own. For example, using someone else's article and not giving credit to the true author. It is unauthorized use. Piracy and counterfeiting also involve copying without permission (unauthorized use) but may include selling of the copy, and may be a crime.

How should you seek permission to use another person's photographs, drawings, or musical recordings?
What can you do if you see someone making copies of protected works like songs or movies? How should you give credit if you want to use someone else's words, drawing or photograph in your own project ?

- Some companies like SONY® corporation will sometimes allow their songs to be used in videos posted to the internet through sites like YouTube®; why would this be beneficial to them? Why would some companies decide to not let individuals post their music?

Super Sleuths Game

Can you identify what's wrong with the following scenarios? How do these scenarios infringe on trademarks or copyrights?

- You hear about a website where you can download the latest movies for free.
- While researching your latest paper, you find all of the information you need in a paper posted on the internet and decide to copy it to turn it in as your own.
- You bring a video camera to a concert so you can record the concert and post the video on the internet for others to watch.
- Your friend buys a purse on a street corner that looks like a popular brand but is much cheaper than what it costs in stores.
- You think of a cool t-shirt design using your favorite comic book character and sell it to make some extra money.
- You don't want to spend money on a software package, so you borrow a copy and put it on your computer.

Super Sleuthing

Did you know electronics, apparel, and pharmaceuticals are among the most popular types of goods that are counterfeited? Using nanotechnology, Professor Evangelyn Alocilja, a biosystems engineer at Michigan State University, has developed a product authentication process that may help consumers determine if a product is genuine or fake.

Why is it important to determine if a product is "real" or "fake"?

Want to learn more about Dr. Alocilja's work and detecting counterfeit products? Visit www.uspto.gov/kids and click on "Science of Innovation" then view the "Anti-Counterfeiting Devices" video.

IPO Education Foundation IP Video Contest

Use your knowledge about intellectual property to inspire others to learn more and create their own IP. Check out this annual competition sponsored by the IPO Education Foundation and learn how you can help spread the knowledge.

Submit your own video to earn the Senior level IP patch and in the process you just might earn prizes to help you continue your plans in college. Another way to earn the patch is to work with Junior or Cadette troops to educate them on IP and encourage them to enter their own videos.

To learn more:
Watch the IP Video Contest Intro Video
http://www.ipvideocontest.com/
Spend time reviewing videos created by past winners:
http://www.ipvideocontest.com/?page_id=42
Review the Tips for Making a Great Video:
http://www.ipvideocontest.com/?page_id=32

Themes to consider as you create your video:

- How do patents stimulate or accelerate innovation?
- How do patented inventions save or improve the quality of our lives, enhance education, creativity, etc.?
- How do patented inventions create jobs and new industries in the U.S.?

More to Explore

Science of Innovation/What is Innovation Video

"Whether it happens among students in class, or engineers in a laboratory, innovation is a process, a series of steps that begins with imagination, and results in the creation of something of value for society."

Meet USPTO Supervisory Patent Examiner Christyann Pulliam and learn about the work of the USPTO while exploring the Science of Innovation.

www.uspto.gov/education and click on "Science of Innovation," then click on the "Innovation Overview" video.

This short video briefly explains the innovation process, how patent applications are examined, and how patents and trademarks help protect intellectual property rights.

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