

So-Called Intellectual Property

Overviews & Opinions

R. Scott Granneman & Denise Lieberman

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Quiz!



Who is the only United States President to have received a patent?



No. 6,469

W. G. Hinckley
Imp. Method of
Buoying Vessels
Over Shoals

Patented May 22^d

1849.

UNITED STATES PATENT OFFICE

ABRAHAM LINCOLN, OF SPRINGFIELD, ILLINOIS.

BUOYING VESSELS OVER SHOALS.

Specification forming part of Letters Patent No. 6,469, dated May 22, 1849; application filed March 10, 1849.

To all whom it may concern:

Be it known that I, Abraham Lincoln, of Springfield, in the County of Sangamon, in the State of Illinois, have invented a new and improved manner of combining adjustable buoyant air chambers with a steamboat or other vessel for the purpose of enabling their draught of water to be readily lessened to enable them to pass over bars, or through shallow water, without discharging their cargoes; and I do hereby declare the following to be a full, clear, and exact description thereof, reference being had to the accompanying drawings making a part of this specification. Similar letters indicate like parts in all the figures.

The buoyant chambers A, A, which I em-

vertical shafts or spars D, D, are combined with each of the chambers, as represented in Figs. 2 and 3, to wit: The shafts work freely in apertures formed in the upper sides of the chambers, and their lower ends are permanently secured to the under sides of the chambers: The vertical shafts or spars (D, D,) pass up through the top of the boxes B, B, on the lower guards of the vessel, and then through its upper guards, or some other suitable support, to keep them in a vertical position.

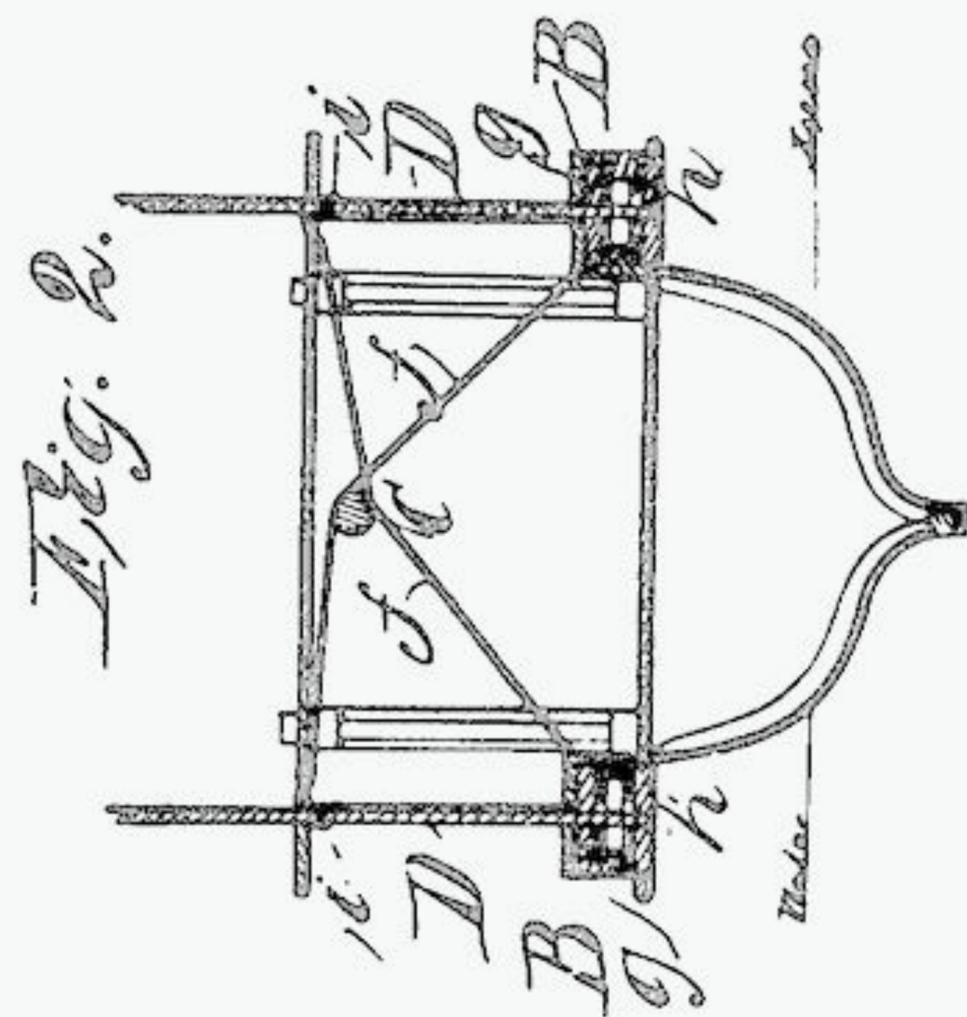
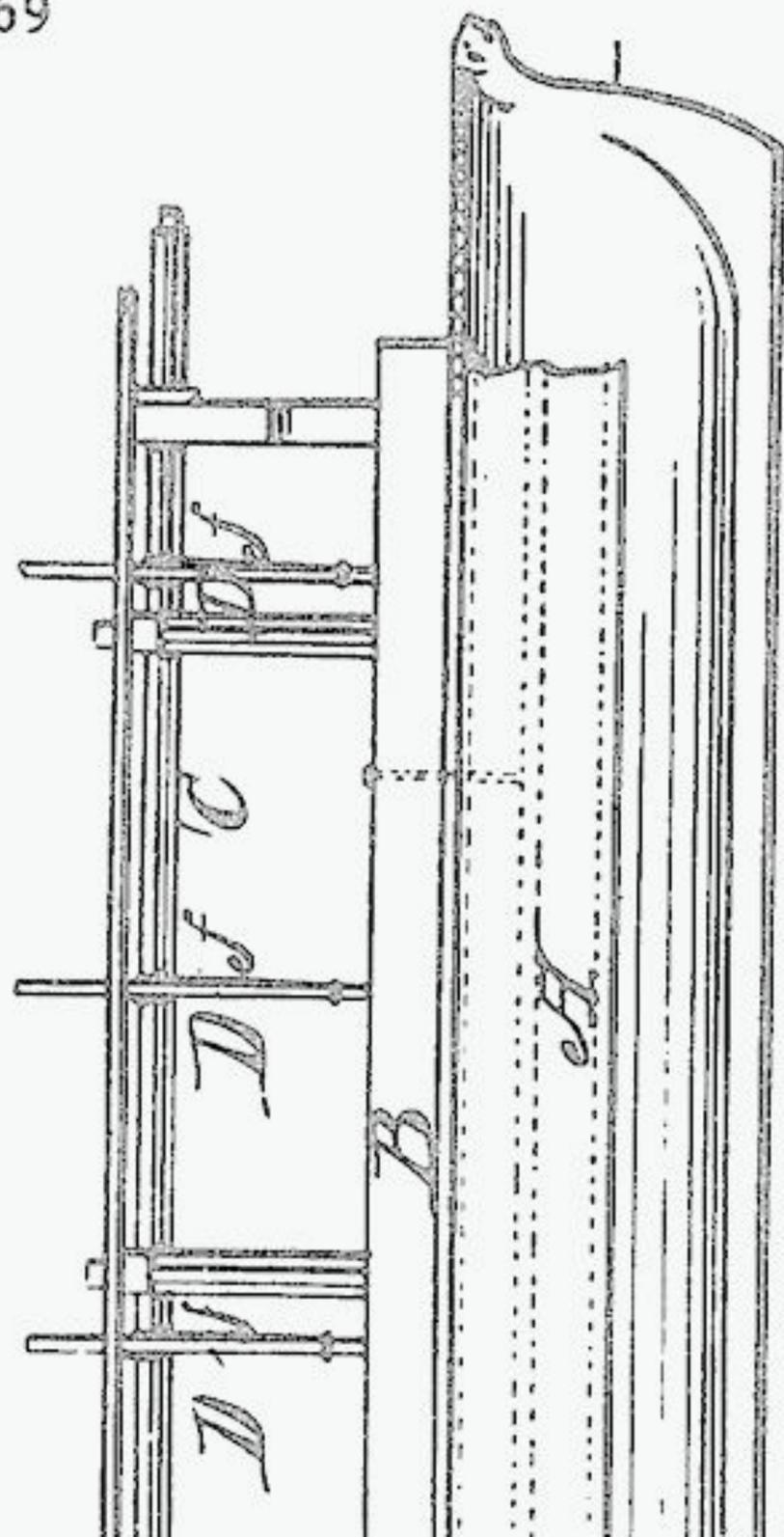
The vertical shafts (D, D,) are connected to the main shaft C, which passes longitudinally through the centre of the vessel—just below its upper deck—by endless ropes *f, f*, as represented in Fig. 2: The said ropes *f, f* being

ABRAHAM LINCOLN

MANNER OF BOUYING VESSELS

No. 6,469

Patented May 22, 1849



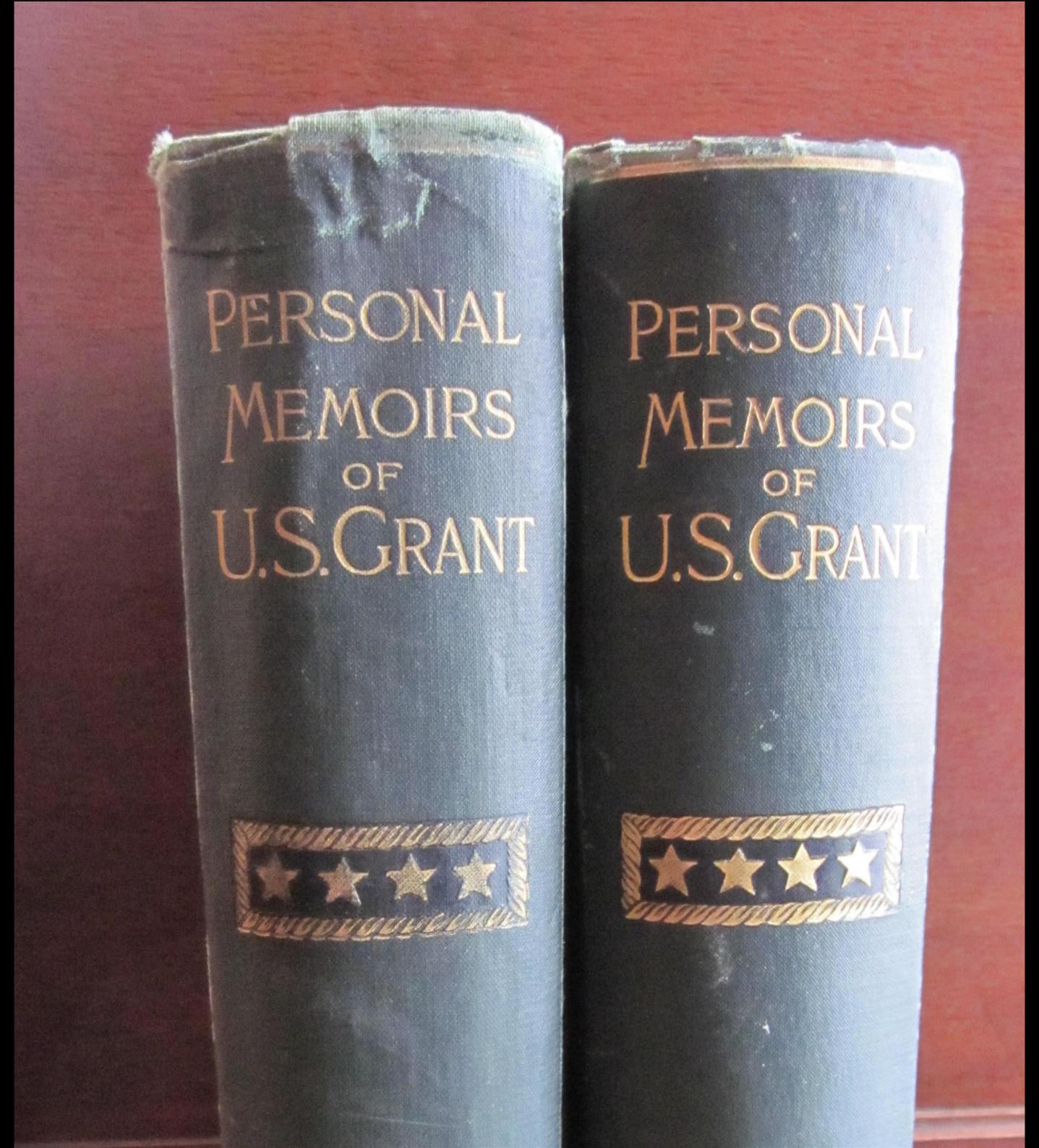
Who is the only United States President to have received a trademark?



E. S. Hart
December 1777

“In 1772, George Washington, then only a farmer and businessman, went to the court to get a trademark for his brand of flour, which he proposed to name, simply ‘G. Washington.’ The presiding justices so ordered.”

Who is the United States president whose memoir is often considered to be the best?



By May 1884, after a 2-year trip around the world & bad business deals, Grant was penniless

In fall 1884, Grant is diagnosed with terminal throat cancer

Mark Twain agreed to publish Grant's memoirs, with 75% going to Grant & his family

Even though Grant suffered terribly as his cancer worsened, he managed to write 25–50 pages a day

Grant finished writing on July 18, 1885

He died 5 days later

Grant's widow Julia received \$450,000

“So-Called”?

Intellectual Property lumps together...

- » Trade Secrets
- » Trademarks
- » Patents
- » Copyrights

All are creations of the mind

All grant creators *exclusive rights to expressions of ideas*



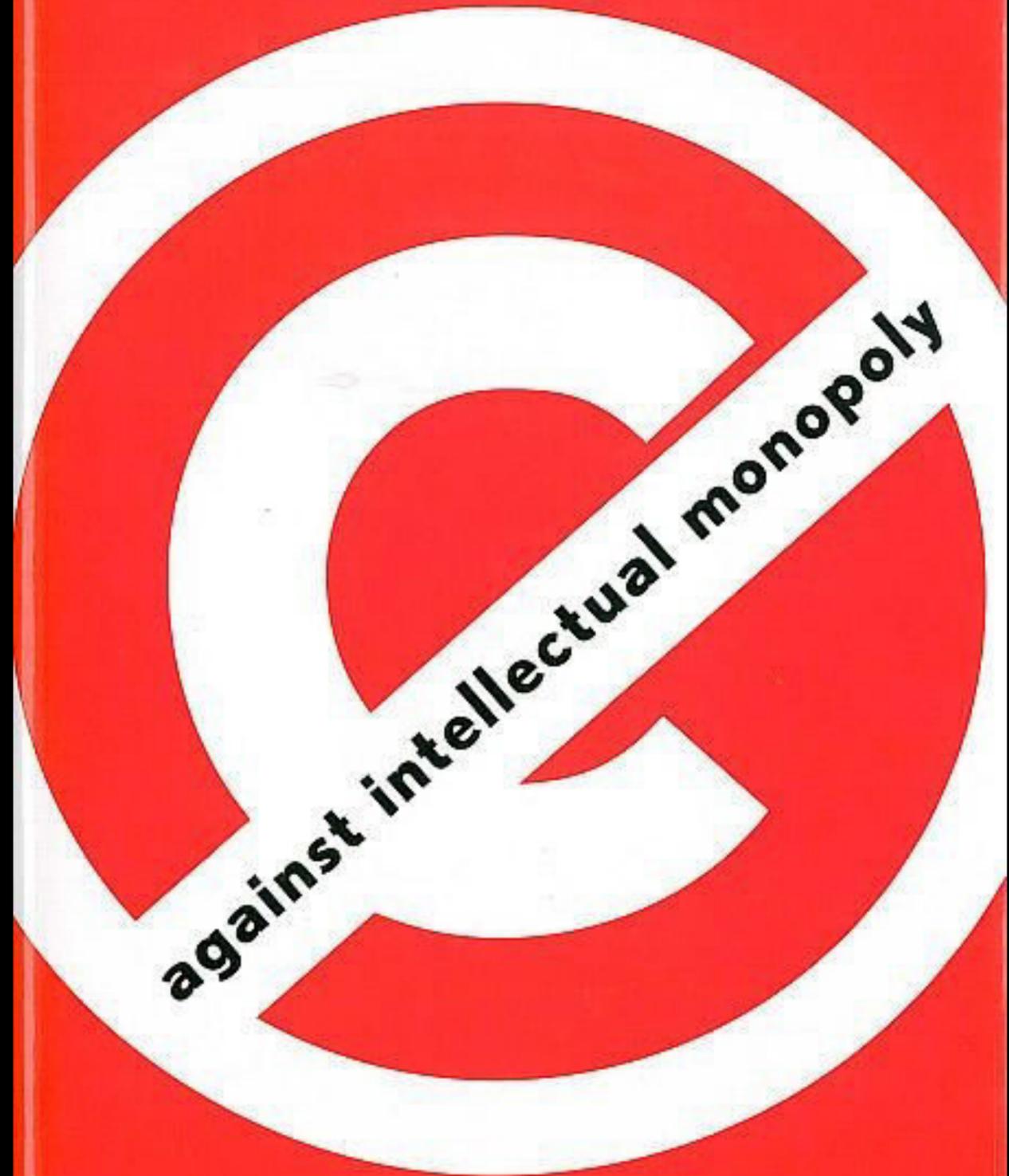
“[‘Intellectual property’] operates as a catch-all to lump together disparate laws [which] originated separately, evolved differently, cover different activities, have different rules, and raise different public policy issues.”

Richard M. Stallman



“Tangible goods are *rivalrous* goods. For one person to gain some tangible item, another person must lose it. ... Intellectual works are ordinarily *non-rivalrous*. It is possible for someone to teach a work of the mind to another without unlearning it himself.”

Lawrence Lessig



michele boldrin | david k. levine

Trade Secrets

Information that:

- » Is secret
- » Confers economic benefit because it is secret
- » Is the subject of efforts to maintain its secrecy

18 U.S. Code § 1839

“...all forms and types of financial, business, scientific, technical, economic, or engineering information, including patterns, plans,

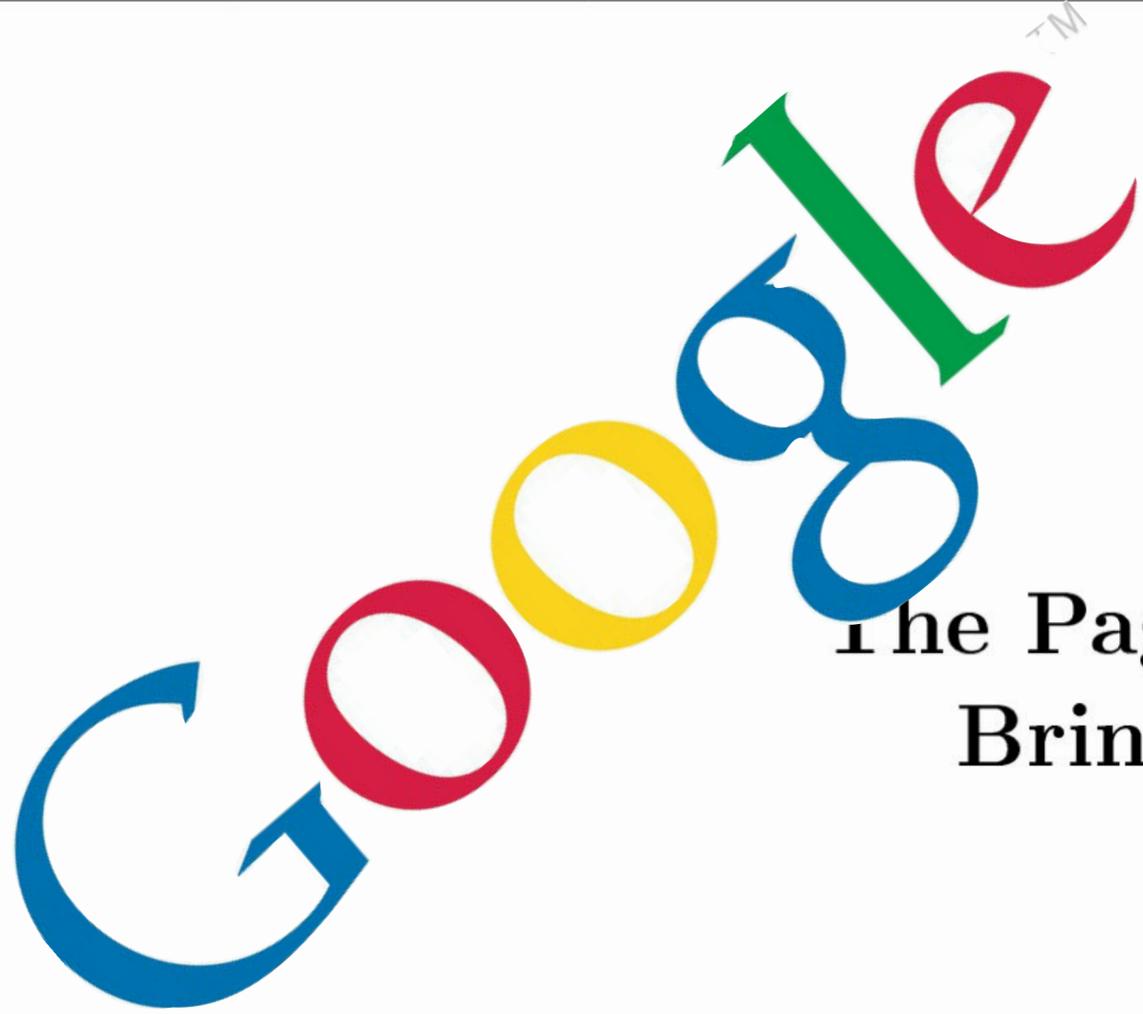
compilations, program devices, formulas, designs, prototypes, methods, techniques, processes, procedures, programs, or codes...”

47 states have adopted Uniform Trade Secrets Act (UTSA)



NY
MA
NC

	Protection Starts	Time Limit	Protects	Public?
Trade Secret	Conception or receipt	∞	Secret info	No
Trademark				
Patents				
Copyright				



The PageRank Citation Ranking: Bringing Order to the Web

January 29, 1998

Abstract

The importance of a Web page is an inherently subjective matter, which depends on the readers interests, knowledge and attitudes. But there is still much that can be said objectively about the relative importance of Web pages. This paper describes PageRank, a method for rating Web pages objectively and mechanically, effectively measuring the human interest and attention devoted to them.

We compare PageRank to an idealized random Web surfer. We show how to efficiently compute PageRank for large numbers of pages. And, we show how to apply PageRank to search and to user navigation.

Best Sellers

Search All NYTimes.com

 Go

- WORLD
 - U.S.
 - N.Y. / REGION
 - BUSINESS
 - TECHNOLOGY
 - SCIENCE
 - HEALTH
 - SPORTS
 - OPINION
 - ARTS
 - STYLE
 - TRAVEL
 - JOBS**
 - REAL ESTATE
 - AUTOS
-
- ART & DESIGN
 - BOOKS** Sunday Book Review **Best Sellers**
 - DANCE
 - MOVIES
 - MUSIC
 - TELEVISION
 - THEATER

TWITTER LINKEDIN E-MAIL PRINT SHARE

Best Sellers

February 16, 2014

Feb 09, 2014 Feb 23, 2014

Lists are published early on the Web. [Learn More](#)

OVERVIEW

PRINT & E-BOOKS

Fiction

Nonfiction

HARDCOVER

Fiction

Nonfiction

PAPERBACK

Trade Fiction

Mass-Market Fiction

Nonfiction

E-BOOKS

Fiction

Nonfiction

ADVICE & MISC.

Combined

CHILDREN'S

Picture Books

Middle Grade

COMBINED PRINT & E-BOOK FICTION

1. **THE GOLDFINCH**, by Donna Tartt
2. **THE INVENTION OF WINGS**, by Sue Monk Kidd
3. **STILL LIFE WITH BREAD CRUMBS**, by Anna Quindlen
4. **UP FROM THE GRAVE**, by Jeaniene Frost
5. **SYCAMORE ROW**, by John Grisham

[Complete List »](#)

COMBINED PRINT & E-BOOK NONFICTION

1. **LONE SURVIVOR**, by Marcus Luttrell and Patrick Robinson
2. **THE MONUMENTS MEN**, by Robert M. Edsel with Bret Witter
3. **DUTY**, by Robert M. Gates
4. **TWELVE YEARS A SLAVE**, by Solomon Northup
5. **KILLING JESUS**, by Bill O'Reilly and Martin Dugard

[Complete List »](#)

HARDCOVER FICTION

1. **THE INVENTION OF WINGS**, by Sue Monk Kidd
2. **THE GOLDFINCH**, by Donna Tartt
3. **STILL LIFE WITH BREAD CRUMBS**, by Anna Quindlen
4. **FIRST LOVE**, by James Patterson and Emily Raymond
5. **SYCAMORE ROW**, by John Grisham

MOST POPULAR - BOOKS

E-MAILED BLOGGED VIEWED

1. Books of The Times: Frayed Man of Action With a Head for Figures
2. Books of The Times: A New Angle on a 1970 Murder Case
3. Lost Tracks
4. Why Were We in Vietnam?
5. Books of The Times: Behind the Scenes, the Bloodiest Beltway Battle
6. These Wild Solitudes
7. Murder in the Cathedral
8. Books of The Times: Battling Progress and Other Demons
9. A Pride of Literary Lions, Unleashed All at Once
10. Panic Buttons

[Go to Complete List »](#)

Mrs. Fieblitz[®]









WD-40

- Beseitigt Quietschen
- Verdrängt Feuchtigkeit
- Reinigt und schützt
- Lockert verrostete Teile
- Löst festsitzende Mechanik

100 ml

silikonfrei

WD-40

- Beseitigt Quietschen
- Verdrängt Feuchtigkeit
- Reinigt und schützt
- Lockert verrostete Teile
- Löst festsitzende Mechanik

250 ml

silikonfrei

WD-40

- Beseitigt Quietschen
- Verdrängt Feuchtigkeit
- Reinigt und schützt
- Lockert verrostete Teile
- Löst festsitzende Mechanik

400 ml

silikonfrei

WD-40

Smart Straw
SPRAYS-2-WAYS

- Beseitigt Quietschen
- Verdrängt Feuchtigkeit
- Reinigt und schützt
- Lockert verrostete Teile
- Löst festsitzende Mechanik

450ml

WD-40

- Beseitigt Quietschen
- Verdrängt Feuchtigkeit
- Reinigt und schützt
- Lockert verrostete Teile
- Löst festsitzende Mechanik

ENTZÜNDLICH / INFLAMMABLE

5 litres

Silikonfrei / Sans Silicone

WD-40

SINCE

Krispy Kreme

DOUGHNUTS®

1937



Original Glazed® Doughnut



Coca-Cola

CARBONATED WATER

Just water and bubbles, the basis of 'Coca-Cola's' sparkling refreshment.

SUGAR

From cane and beet, the same as you might add to tea or coffee.

CARAMEL (E150D)

Caramel colouring is made from sugar heated with other ingredients. The 'e' number simply means it's approved for use in Europe.



PHOSPHORIC ACID

is extracted from rocks containing the mineral phosphorous and gives 'Coca-Cola' its tangy taste.

CAFFEINE FLAVOURINGS

The same as you find in tea, coffee and chocolate. Helps give 'Coca-Cola' its uplifting refreshment.

NATURAL FLAVOURINGS

A unique blend of spices and vegetable extracts from around the world. We can't tell you exactly what they are (it's the world's most famous trade secret) but we can promise you this: no added preservatives or artificial flavours.

188

6 Dec Culu Improved
To make F Ext G

F Ext Co 50 Hb
Citric acid 3 drams 12 Gro
Coffene Pure 45 Gro
Sugar 6#
Water 1/2 Gal
Lime Juice 6oz 3 1/2 12 M
Ext Vanilla 12 M
Flavor 200 M
Phos Acid 120 M
In Annamoi Tree 20 M
Coronut 1/2 oz
Glycine 1 Punt
Calt Per Gal 5#

Grd Coco-Fel 6 1/2#
Kala nuts 3 1/2#
Onop Phos Cal 1#
Cort Dry- 1/4#
alcohol 2 Gals
Water 3
Purcalate to 5 Gals
Flavor
alcohol 8oz
oil Lemon Fresh 30 M
" orange 30.
" Coriander 5
" Annamoi Tree 10,
" nutmeg 10,
" Prunes 20.
" neroli 5.
Use 2oz to lime
Gallons

Ms R

F E Coco 3 drams USP
Cit acid 3oz
Cit Caff 1oz
Sugar 30#
Agua 2 1/2 Gal
Lime Juice 2 Punt
Vanilla 1oz
Flavor 2oz to 5 Gals Syrup
Ms. Flavor
alcohol 5oz
oil orange 20 drops
" Lemon 30.
" Nutmeg 10.
" Coriander 5.
" neroli 10.
" Annamoi 10
Use 2oz flavor to 5 Gals Syrup
Use 1/2oz Bromel or more to color

188

6 Dec Cula Improved
To make F Ext G

F Ext Co 50 Hb
Citric acid 3 drams 12 Gro
Coffene Pure 45 Gro
Sugar 6#
Water 1/2 Gal
Lime Juice 6oz 3 1/2 12 M
Ext Vanilla 12 M
Flavor 200 M
Phos Acid 120 M
In Annamoi Tree 20 M
Coronut 1/2 oz
Glycine 1 Pint
Calt Per Gal 5#

Grd Coco-Fel 6 1/2#
Kala nuts 3 1/2#
Onop Phos Cal 1#
Cort Dry- 1/4#
alcohol 2 Gals
Water 3
Purcalate to 5 Gals
Flavor
alcohol 8oz
oil Lemon Fresh 30 M
" orange 30.
" Coriander 5
" Annamoi Tree 10,
" nutmeg 10,
" Prunes 20.
" neroli 5.
Use 2oz to lime
Gallons

No 2

F E Caca 3 drams USP
Cit acid 3oz
Cit Caff 1oz
Sugar 30#
Agua 2 1/2 Gal
Lime Juice 2 Pints
Vanilla 1oz
Flavor 2oz to 5 Gals Syrup
No. Flavor
alcohol 5oz
oil orange 20 drops
" Lemon 30.
" Nutmeg 10.
" Coriander 5.
" neroli 10.
" Annamoi 10
Use 2oz flavor to 5 Gals Syrup
Use 1/2oz Brownie or more to color

Recipe



The secret 7X flavor



[THIS RECIPE SHALL BE KNOWN AS]

FROM THE KITCHEN OF: *Coca-Cola*

INGREDIENTS

8 oz alcohol
20 drops orange oil
30 drops lemon oil
10 drops nutmeg oil
5 drops coriander
10 drops neroli
10 drops cinnamon

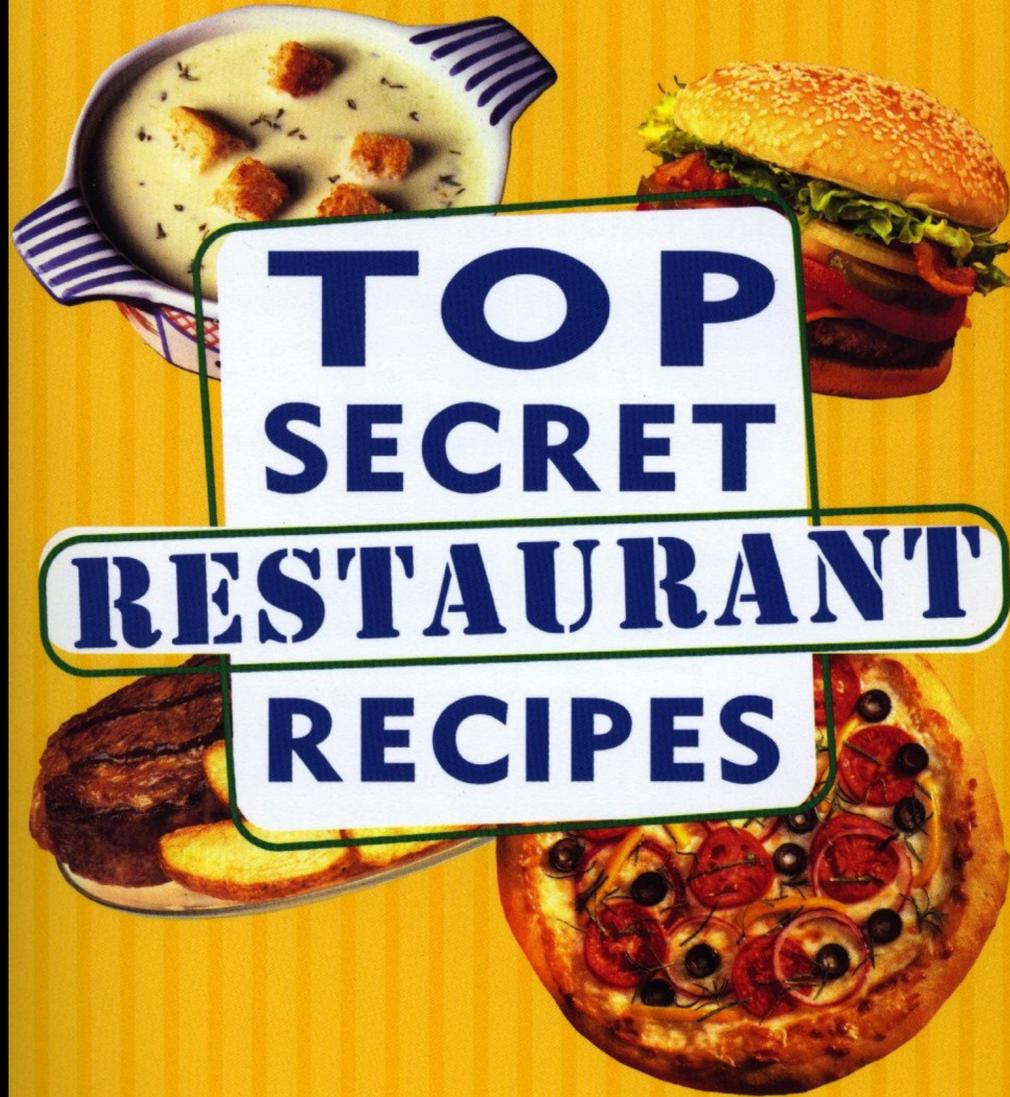
DIRECTIONS

Use 2 oz of flavor to 5 gallons syrup

THIS RECIPE
SERVES:

Why doesn't Coca-Cola sue?

Creating Kitchen Clones from
America's Favorite Restaurant Chains



**TOP
SECRET
RESTAURANT
RECIPES**

TODD WILBUR

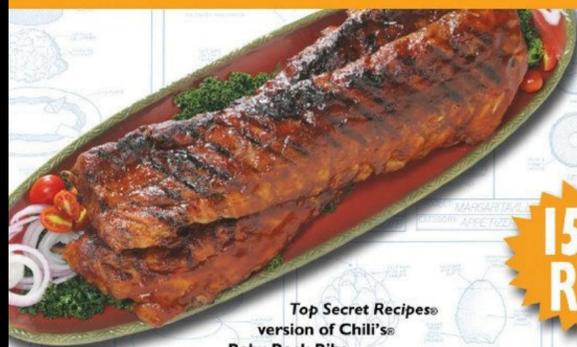
Creating Kitchen Clones from
America's Favorite Restaurant Chains

TOP SECRET RESTAURANT RECIPES



TODD

Over 4 Million Top Secret Recipes Cookbooks Served



Top Secret Recipes®
version of Chili's®
Baby Back Ribs

150 NEW RECIPES!



Top Secret Recipes®
version of Romano's Macaroni Grill®
Penne Rustic

TOP SECRET RESTAURANT RECIPES 2

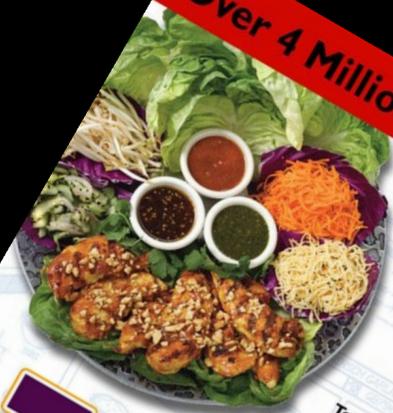
More Amazing Clones of
Famous Dishes from
America's Favorite
Restaurant Chains

TODD WILBUR

The Secret Formulas
for Duplicating Your
Favorite Restaurant
Dishes at Home

TODD WILBUR

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Cheesecake Factory®
Thai Lettuce Wraps

150 NEW RECIPES!



Top Secret Recipes®
version of Outback
Steakhouse® Victoria
"Crowned" Filet

TOP SECRET RESTAURANT RECIPES 3



Top Secret Recipes®
version of T.G.I. Friday's®
Tuscan Spinach Dip



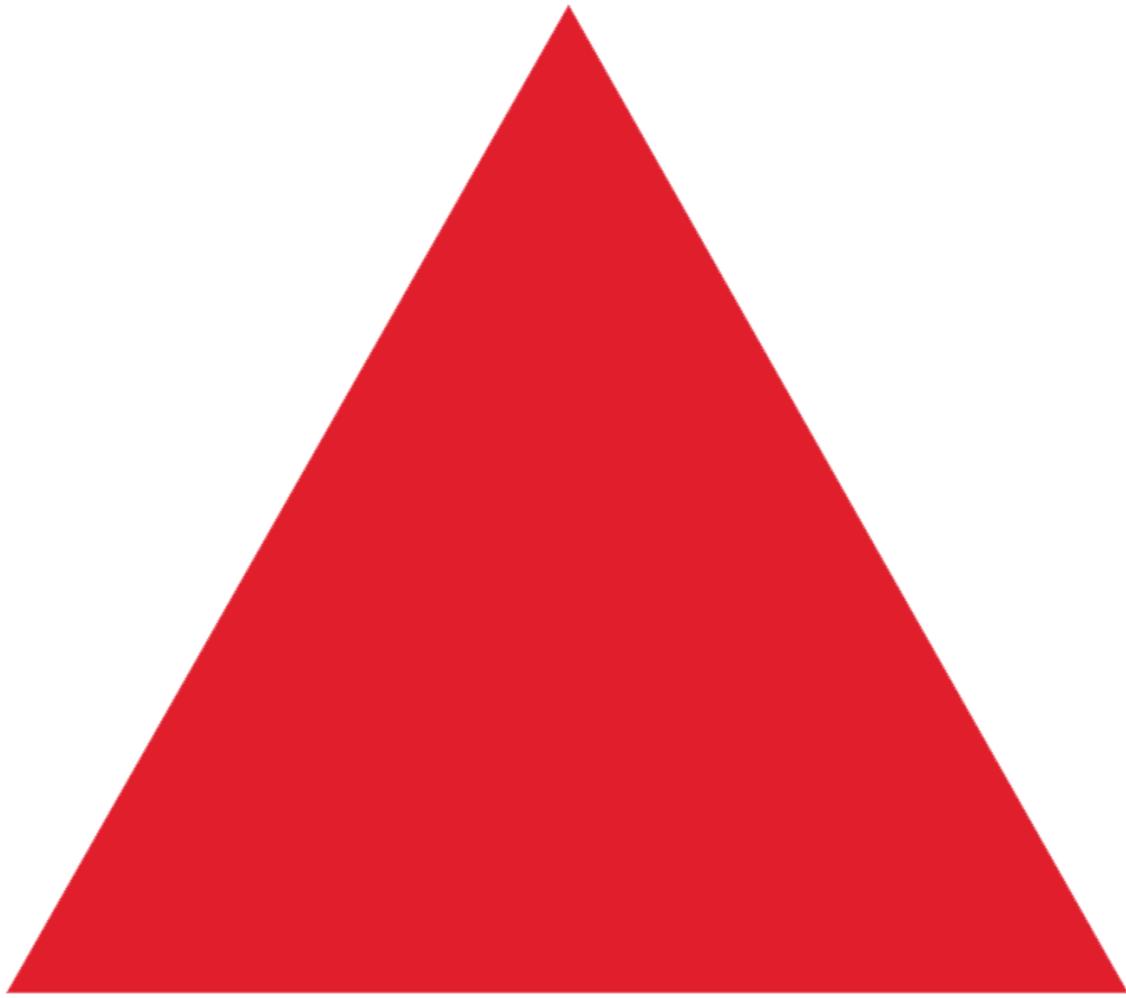
Top Secret Recipes®
version of
Bonefish Grill®
Bang Bang Shrimp

TODD WILBUR



What Can Be
Trademarked?

Oldest UK trademark



Oldest UK trademark

Bass

Oldest
US trademark

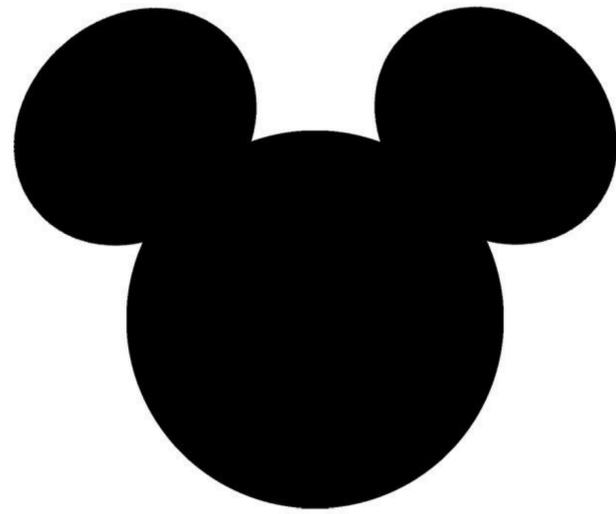


Oldest
US trademark

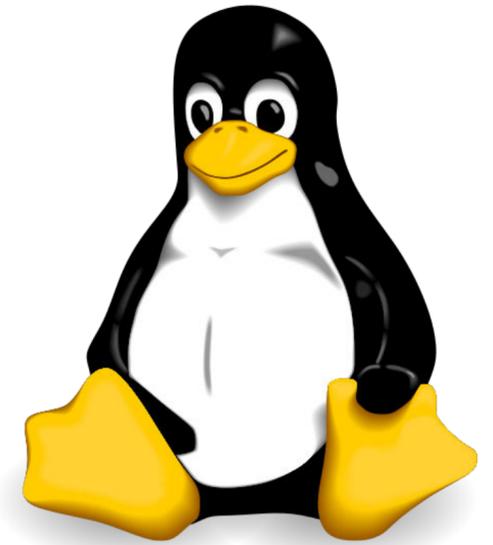
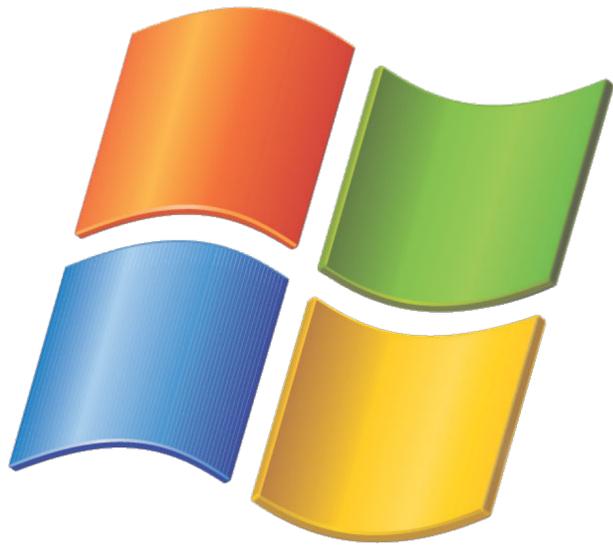
SAMSON

THE STRONGEST NAME IN ROPE

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Coca-Cola



1

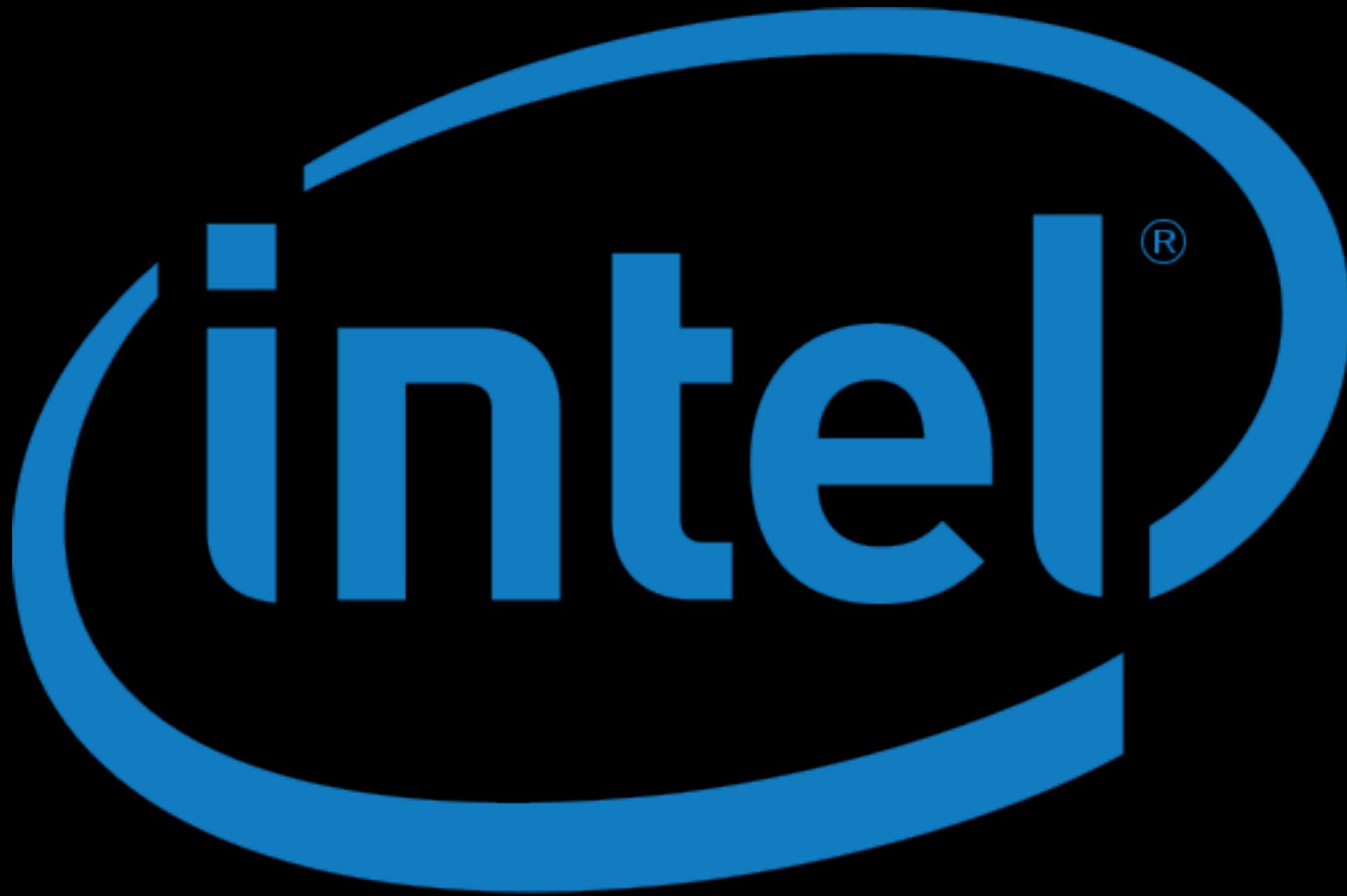
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1

2

2



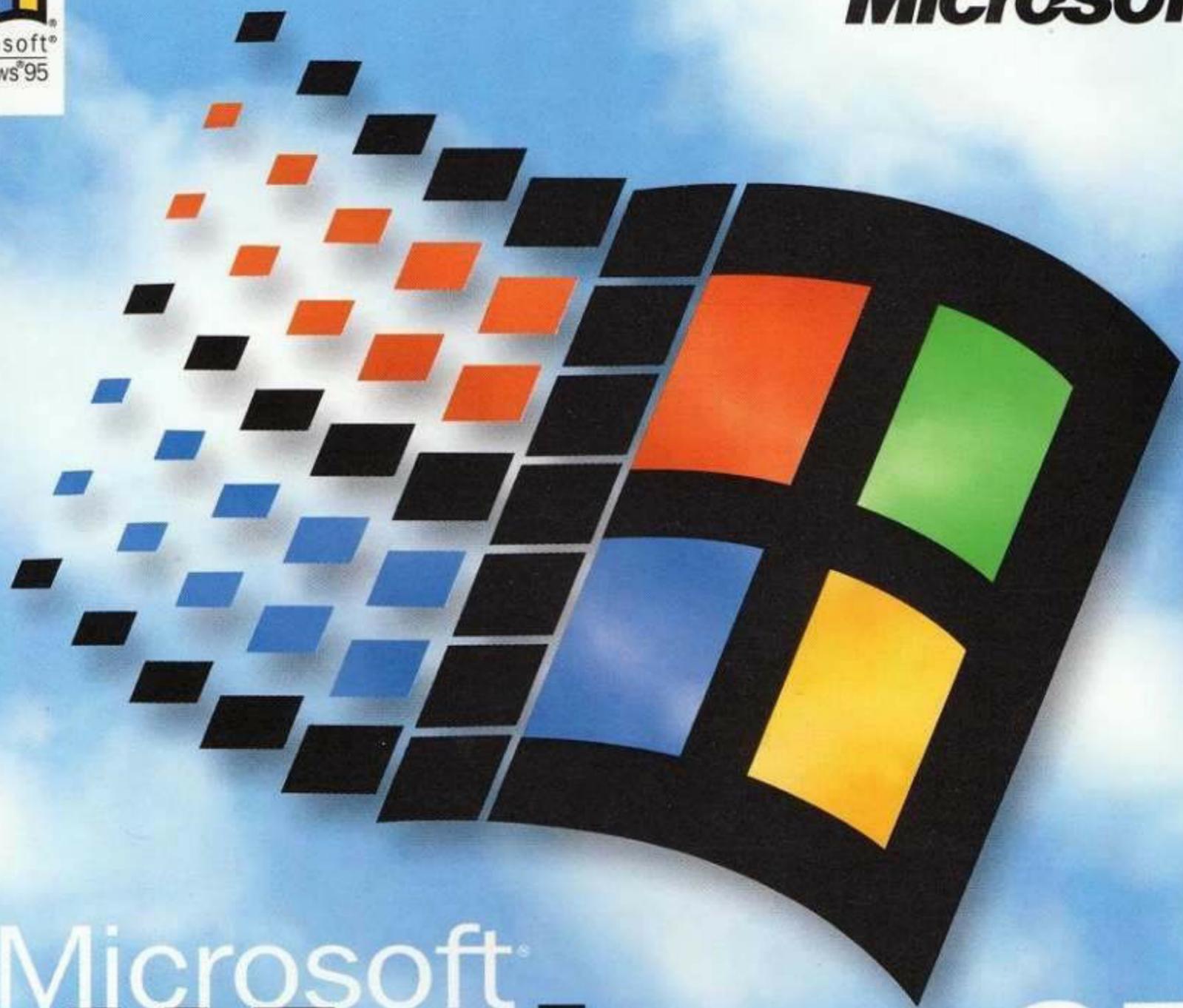
2

3

3



Microsoft®



Microsoft®
Windows®95

3

4

4

THX[®]

4

5

5



NBC

5

6

6



6

7

7

That's all Folks!



7

LIBRARY

LIBRARY



1

1



2

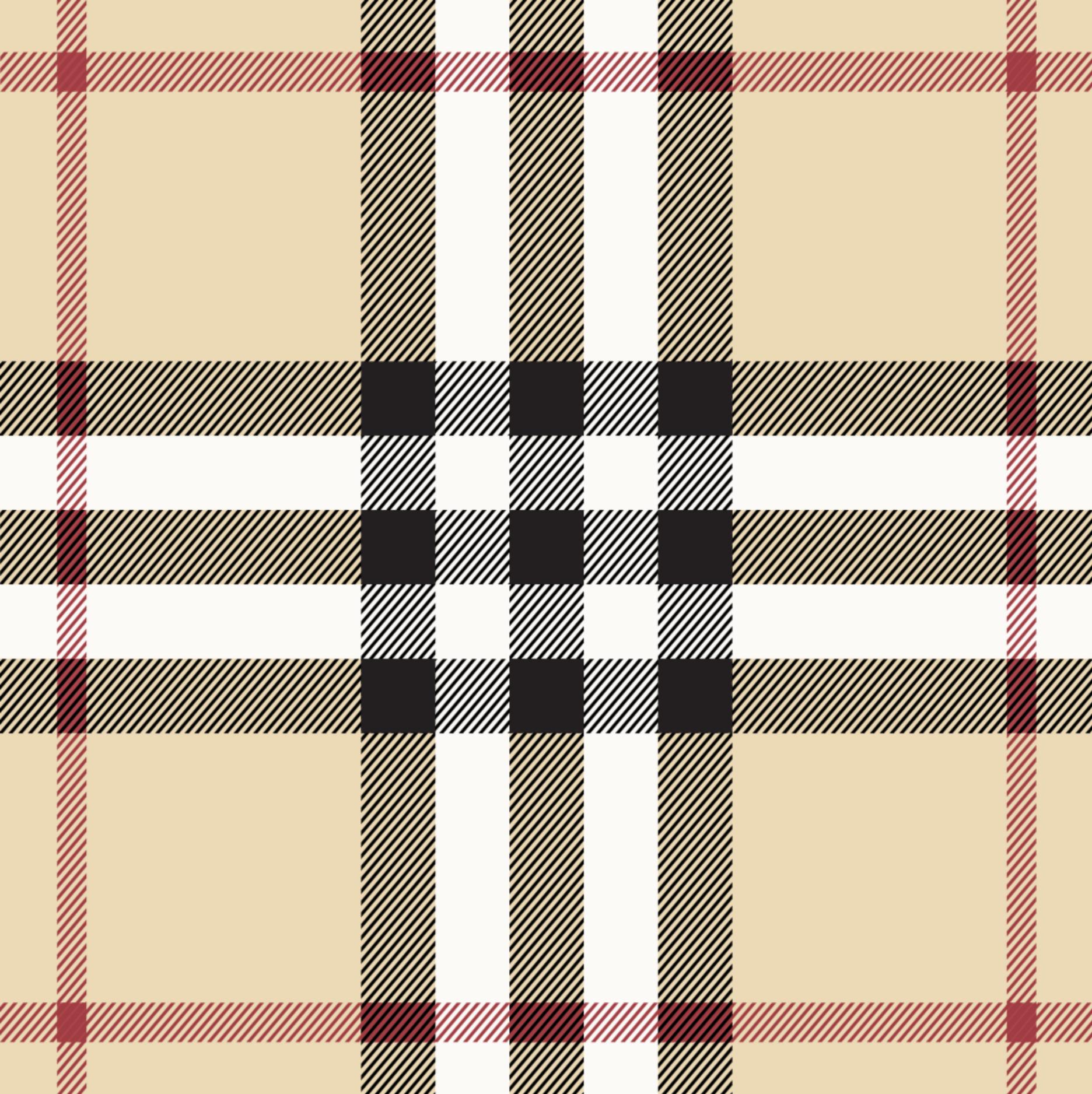
2



3

3





Burberry pattern

Conventional

- » Letters
- » Numbers
- » Words
- » Logos
- » Pictures
- » Symbols

- » Combinations

Conventional

- » Letters
- » Numbers
- » Words
- » Logos
- » Pictures
- » Symbols

- » Combinations

Non-Conventional

- » Colors
- » Shapes
- » Moving Images
- » Holograms
- » Positions

- » Sounds
- » Scents
- » Tastes
- » Textures

How Trademarks Work

Why Protect Trademarks?



Apple Store

中山大道
1012



营业中
欢迎光临



换机首选
移动3G电视手机

画质清晰，高清晰，免流量

一、原价1888元起 3G手机免费送

二、原价2888元起 3G电视手机免费送

三、多款高端智能手机选择

四、买手机送话费

手机维修打免费





MaDonal





AMERICA'S #1 CONDOM
TRUSTED FOR OVER 90 YEARS



For Contraception *Plus* STI Protection

Latex condoms are intended to prevent pregnancy, HIV/AIDS, and other sexually transmitted infections.
Caution: This Product Contains Natural Rubber Latex Which May Cause Allergic Reactions.

AMERICA'S #1 CONDOM
TRUSTED FOR OVER 90 YEARS



For Contraception *Plus* STI Protection

Latex condoms are intended to prevent pregnancy, HIV/AIDS, and other sexually transmitted infections.
Caution: This Product Contains Natural Rubber Latex Which May Cause Allergic Reactions.

TROJAN[®]

PREMIUM LATEX CONDOMS

ENZ[™]

classic design with
a reservoir tip

**PREMIUM
LUBRICANT**

3 LATEX CONDOMS

TROJAN[®]

PREMIUM LATEX CONDOMS

STIMULATIONS

ULTRA RIBBED

designed for
ultra stimulation

**PREMIUM
LUBRICANT**

3 LATEX CONDOMS

Questions, Comments? Write to: Church & Dwight Consumer Relations
469 North Harrison St. Princeton, NJ 08543 Tel: 960-93-0356 Fax: 960-93-0357



BUCKSSTAR COFFEE

临街旺
522



STAR FUCKS

咖啡 Coffe



Why trademarks?

Identify products & distinguish them from others' products

Prevent “confusion in the marketplace”

Trademarks are owned, but may also be licensed



Types

TM

Unregistered trademark

Identifies products within “an area of influence”
(usually geography)



Registered trademark with US Patent & Trademark
Office

SM

Service Mark

Identifies services instead of a product in advertising, uniforms, or vehicles

Once federally registered, use ®



Tablet Apps

Mobile Apps

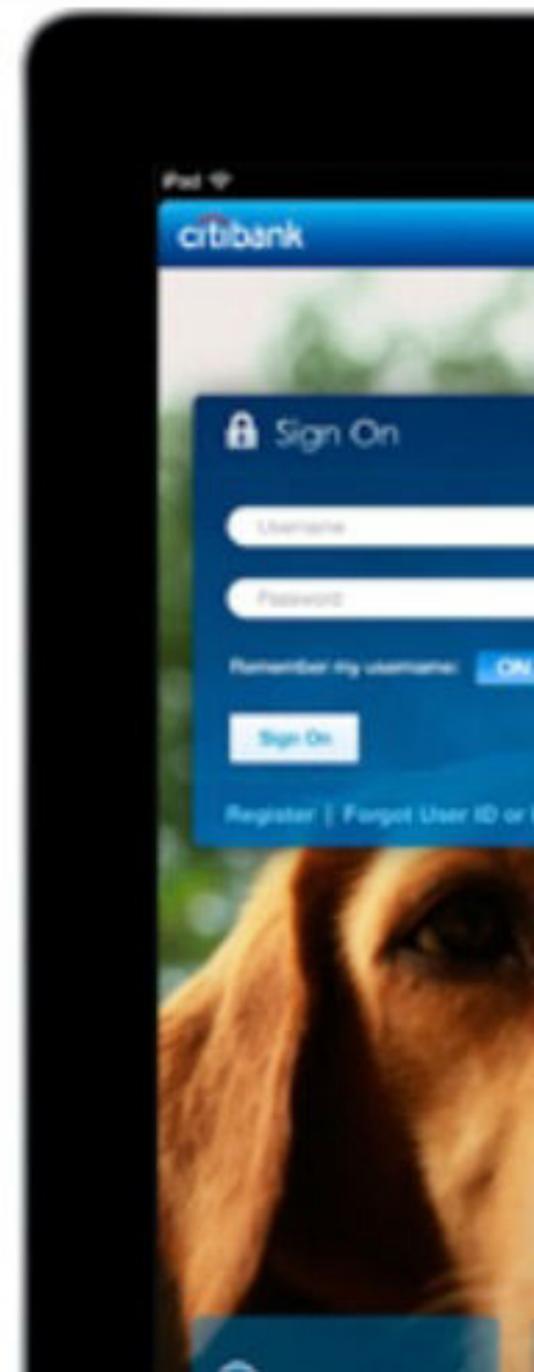
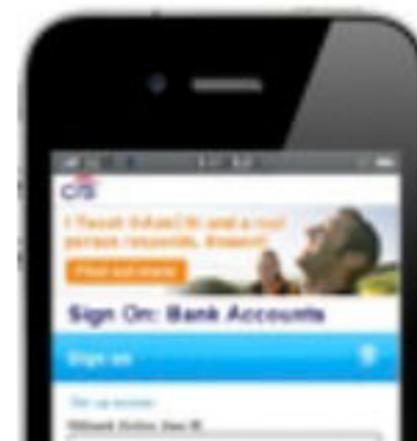
Mobile Browse

Tablet / Mobile Banking

Convenient Access to Your Accounts.

Whether you're on the couch or on the go Citi[®] Tablet App, Citi MobileSM and Citi[®] Text Banking make it easy to stay on top of your Citibank[®] and Citi[®] credit card accounts.

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- › **Deposit checks** into your personal checking account using the Citi MobileSM app on your mobile device
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Tablet Apps

Mobile Apps

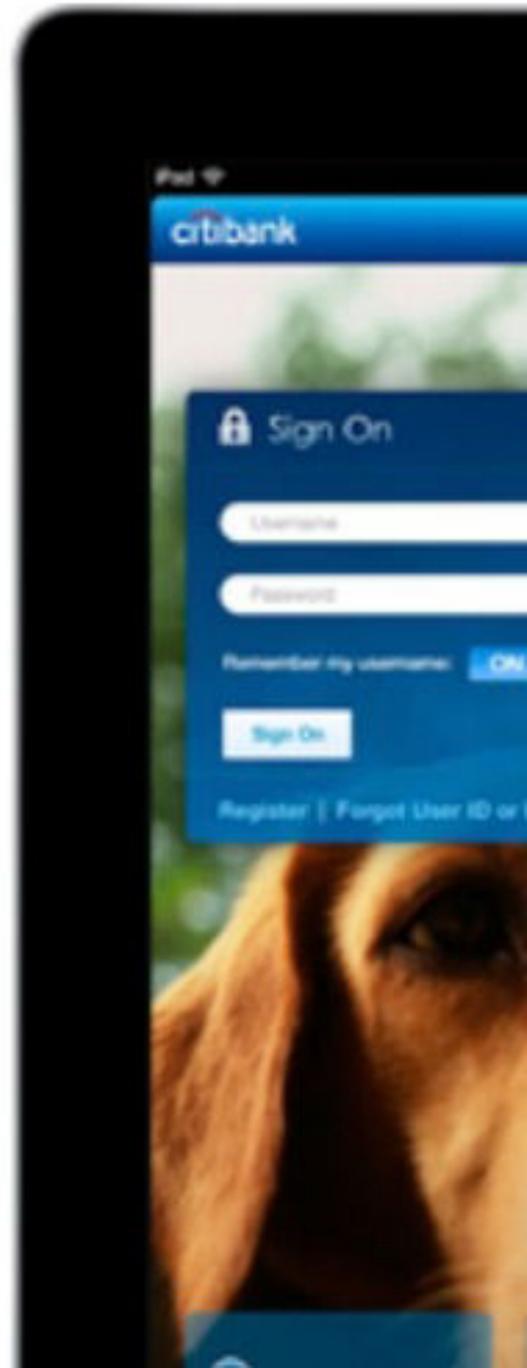
Mobile Browse

Tablet / Mobile Banking

Convenient Access to Your Accounts.

Whether you're on the couch or on the go Citi[®] Tablet App, Citi MobileSM and Citi[®] Text Banking make it easy to stay on top of your Citibank[®] and Citi[®] credit card accounts.

- › Check your balances and recent activity
- › **Deposit checks** into your personal checking account using the Citi MobileSM app on your mobile device
- › Pay bills and transfer money
- › Find nearby Citibank ATMs or branches



Distinctiveness

Trademarks fall somewhere along a scale from being *distinctive* (strong) to *generic* (weak)

Strong



Fanciful

Invented, so gives no meaning about product's nature



Arbitrary

Common word used outside of normal context



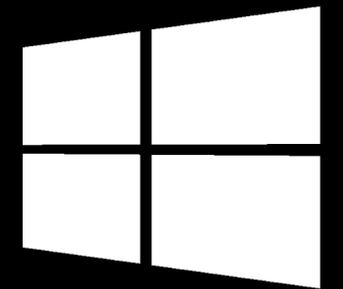
Suggestive

Suggests product's nature, but does not describe it



Descriptive

Actually describes product feature, purpose, or function



Weak

Generic

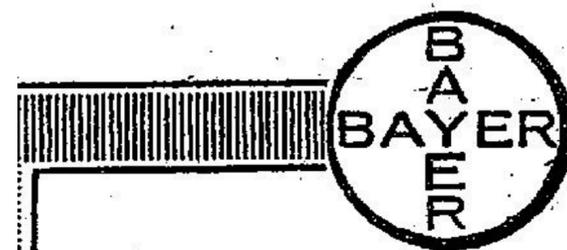
Common name for product that others have to use too

Auto

A trademark becomes *genericized* if its owner does not protect its distinctive character

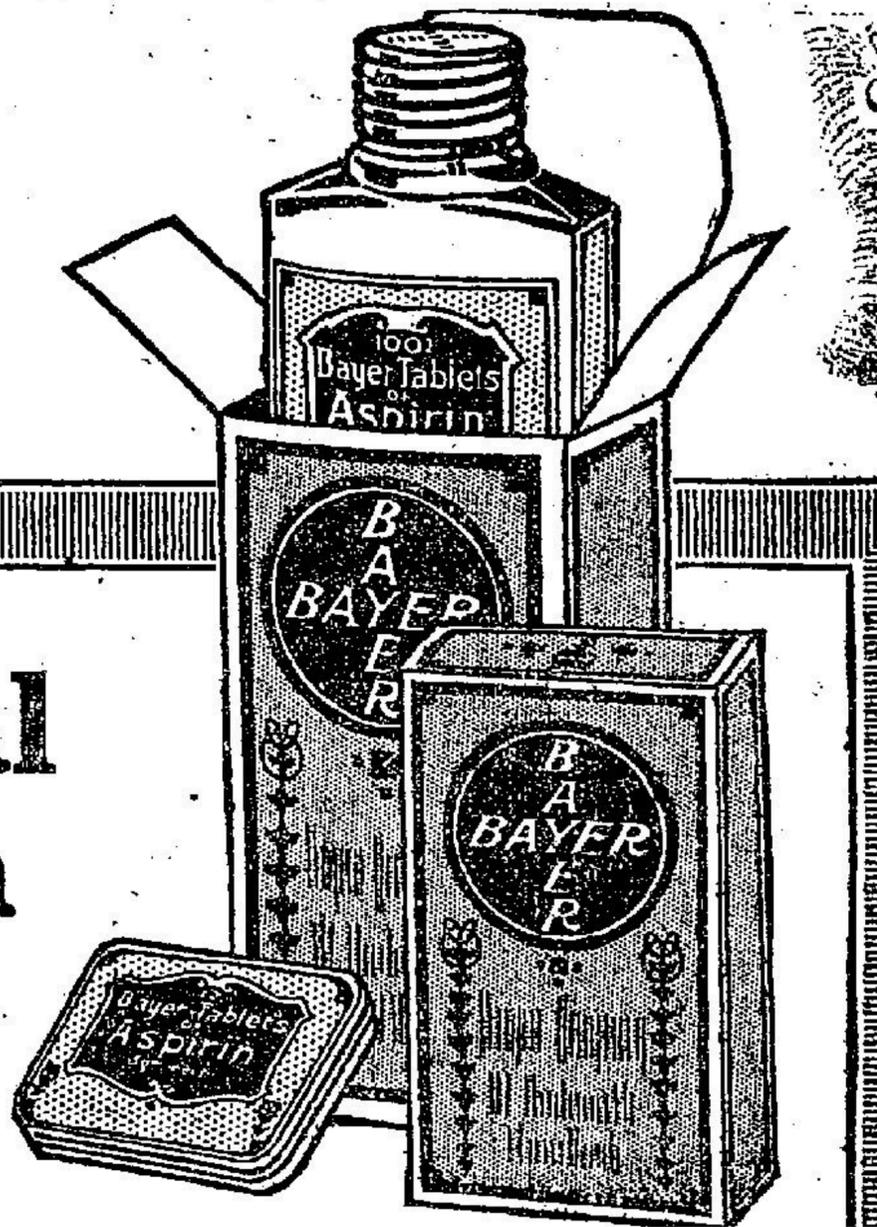
The average consumer no longer sees the trademark as exclusive

Anyone can use the trademark



One Real Aspirin

Counterfeits and substitutes may be ineffective, and even harmful. Refuse them. Protect yourself by demanding



Bayer-Tablets of Aspirin

Every tablet and every package of genuine Aspirin bears

“The Bayer Cross



Your Guarantee of Purity”

Pocket Boxes of 12, Bottles of 24 and Bottles of 100

The trade-mark "Aspirin" (Reg. U. S. Pat. Office) is a guarantee that the monoacetic acid of salicylic acid in these tablets is of the reliable Bayer manufacture.

1897: Scientists at Bayer work with acetylsalicylic acid

1899: Bayer coins & begins marketing *Aspirin*

1914: World War I begins

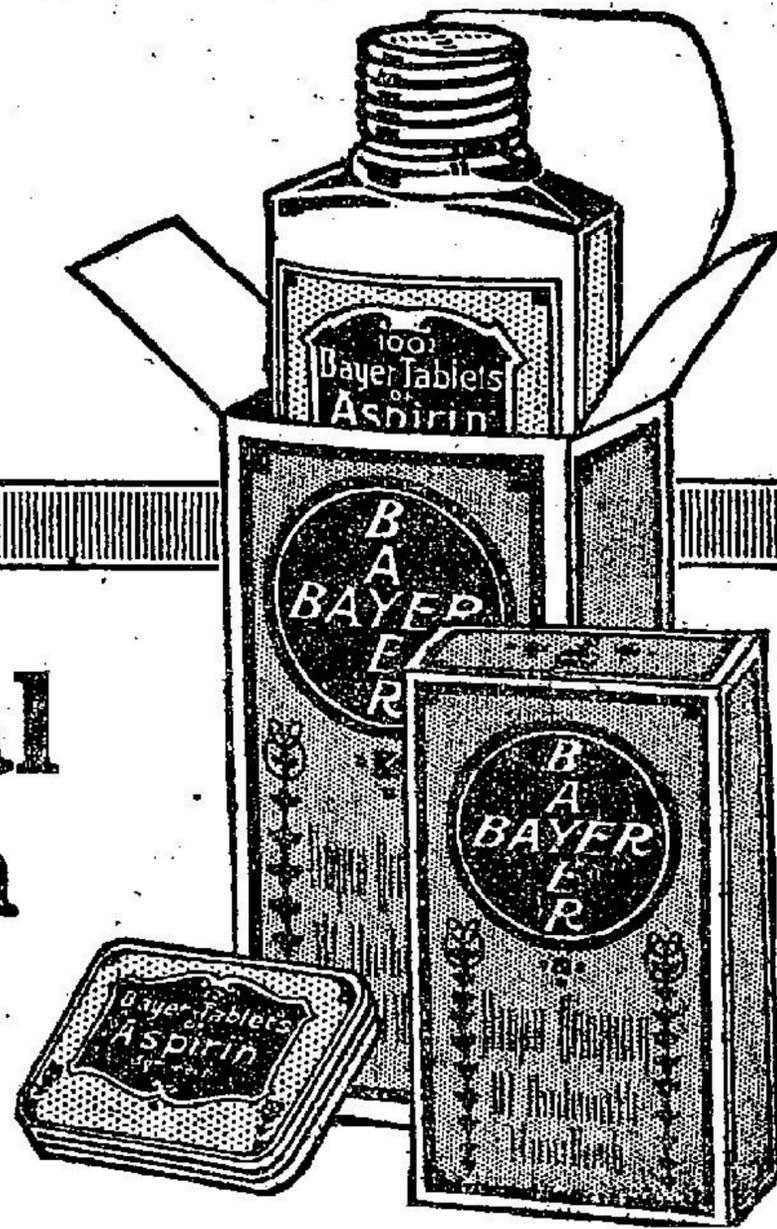
1918: USPTO rules Aspirin no longer valid as a trademark

1920: Courts agree



One Real Aspirin

Counterfeits and substitutes may be ineffective, and even harmful. Refuse them. Protect yourself by demanding



Bayer-Tablets of Aspirin

Every tablet and every package of genuine Aspirin bears

“The Bayer Cross



Your Guarantee of Purity”

Pocket Boxes of 12, Bottles of 24 and Bottles of 100

The trade-mark "Aspirin" (Reg. U. S. Pat. Office) is a guarantee that the monoacetic acid ester of salicylic acid in these tablets is of the reliable Bayer manufacture.

Why?

Bayer allowed other manufacturers to call their drugs Aspirin (e.g., *Aspirin*, *Squibb*)

When it began selling to consumers in 1915, it called it *Bayer — Tablets of Aspirin*, sounding like another manufacturer

1855: *Kampticon* invented by Frederick Walton in England

1860: Patented by Walton

1864: Walton coins *linoleum*

1877: Walton sues Michael Nairn & Co. for its use of the term

1878: Court rules that *linoleum* was never trademarked, but even if it was, it had become generic in just 14 years

1st trademark found to be generic



**You see so many good things
in Du Pont Cellophane**

You see  the good things you buy...no guesswork.

They come fresh  stay fresh longer—less waste.

And Cellophane keeps them extra-clean  and sanitary.




BETTER THINGS FOR BETTER LIVING ...THROUGH CHEMISTRY
Look at "Cavalcade of America" on Television

1909: Invented in France

1927: DuPont claims *cellophane* is trademarked

1936: Courts rule that the trademark is genericized: “French manufacturers ... constantly employed the word ‘cellophane’ to describe the product and ... it was used in a generic sense from the beginning.”

The Thermos Bottle

Makes Summer Outings Doubly Enjoyable

Whether you're a motoring-enthusiast, yachtsman, golfer, fisherman, hunter—no matter what may be your favorite recreation—if you want to get out of it all the pleasure that's in it—you need the Thermos Bottle. Because—with the Thermos you've the convenience, the comfort, the untold satisfaction of having always at hand, just as you *like* it, just as you *need* it, a freezing-cold or a steaming hot drink, wherever you may be.

The THERMOS keeps freezing-cold liquids cold, *without ice for 3 days*—and steaming-hot liquids hot, *without fire or heat, for 24 hours*.

In the New Model Thermos Bottle, the inner bottle can be easily and cheaply replaced in case of accidental breakage. The Thermos is the only Bottle in which this separable-case feature has been patented. Pints \$3 up; Quarts \$5 up.

Get a Thermos Bottle Today. 30,000 dealers sell and guarantee it. Look for the name "Thermos" stamped on the bottom of the genuine. Don't let a dealer talk you into taking a weak "just-as-good" imitation.

AMER. THERMOS BOTTLE CO.

1171 Broadway
New York
City

THERMOS

THE BOTTLE



1909 ad

1892

Invented

1908

Thermos

trademarked

1963

Thermos

declared

genericized

1928: Pedro Flores opens Yo-yo Manufacturing Company

1929: Donald F. Duncan purchases Yo-yo Corp.

1932: *Yo-yo* trademark registered

1965: Court declares that *yo-yo* has become a part of common speech



AYER
PHARMACEUTICAL
PRODUCTS.

Send for samples
and Literature

ASPIRIN
*The substitute for
the salicylates*

ARISTOL
*The antiseptic and
disinfectant*

CREOSOTE CARB
*The specific for
tuberculosis*

PROTARGOL
The anti-venereal agent

QUINALGEN
The anti-malaria agent

PIPERAZINE
The anti-arthritic

GUAIACOL CARB
*The anti-gonorrhoeal
therapeutic*

EUROPHEN
*The most potent
analgesic*

HEROIN
*The sedative for
coughs*

LYCETOL
The uric acid solvent

HEROIN-HYDROCHL
*The substitute for
coughs*

FERRO-SOMATOSE
*The iron and
potassium salt*

SULFONAL
*The reliable
antiseptic*

SOMATOSE
The anti-venereal agent

PHENACETIN
*The safest
analgesic*

HEMICRANIN
*The specific for
headaches*

IODOTHYRINE
*The active principle
of the thyroid*

SYCOSE
*The substitute for
coughs*

TRIONAL
*The safest
hypnotic*

SALOPHEN
*The antirheumatic and
antineuralgic*

MANUFACTURED BY
AYER & COMPANY
LOWELL, MASS.

40 STONE ST
NEW YORK

1898–1910: Heroin
marketed as non-addictive
substitute for morphine &
cough suppressant

GLYCO-HEROIN (SMITH)

For

Coughs

Bronchitis

Phthisis

Whooping Cough

Pneumonia

Asthma

AN ABSOLUTELY STABLE
AND UNIFORM PRODUCT
THAT HAS GAINED
WORLD-WIDE DISTINCTION
THROUGH ITS DEPENDABLE
THERAPEUTIC EFFECTS

DOSAGE:

The adult dose of
the preparation
is one teaspoonful,
repeated every two
hours or at longer
intervals, according
to the requirements of
the individual case.

For Children of ten or
more years, from one-quarter
to one-half teaspoonful.

For children of three or
more years, from five to ten drops.

FOR SAMPLES AND LITERATURE, ADDRESS:
MARTIN H. SMITH CO., NEW YORK, N.Y. U.S.A.

Glyco-Heroin—produced
by Martin H. Smith Co. in
New York—combined
heroin with sugar syrup

Sold as treatment for
coughs, bronchitis,
asthma, laryngitis,
pneumonia, & whooping
cough—for adults,
children, & toddlers!



1919: Article 298 of Treaty of Versailles ending WWI meant Bayer lost trademark to heroin

1924: US Congress bans manufacture, importation, & sale of heroin

Trademark	Original Holder	Reg.	Exp.
Dry Ice	DryIce Corp. of America	1925	1932
Escalator	Otis Elevator Company	1900	1950
Flip Phone	Motorola	1998	2005
Laundromat	Westinghouse	1953	1993
Mimeograph	Albert Dick	1938	1986
Trampoline	Griswold-Nissen Trampoline & Tumbling Co.	1943	1961

	Protection Starts	Time Limit	Protects	Public?
Trade Secret	Conception or receipt	∞	Secret info	No
Trademark	Use &/or filing date	∞	Good will	Yes
Patents				
Copyright				

Patents

We the People

of the United States, in order to form a more perfect Union, establish Justice, insure domestic Tranquillity, provide for the common defence, promote the general Welfare, and secure the Blessings of Liberty to ourselves and our Posterity, do ordain and establish this Constitution for the United States of America.

Article 1

Section 1. All legislative Powers herein granted shall be vested in a Congress of the United States, which shall consist of a Senate and House of Representatives.

Section 2. The House of Representatives shall be composed of Members chosen every second Year by the People of the several States, and the Electors in every State shall have Qualifications requisite for Electors of the most numerous Branch of the State Legislature.

No Person shall be a Representative who shall not have attained to the Age of twenty five Years, and seven Years in a Congress of the United States, and who, when elected, shall not, when elected, be an Inhabitant of that State in which he shall be chosen.

Representatives and direct Taxes shall be apportioned among the several States which may be admitted within this Union, according to their respective Numbers, which shall be determined by adding to the whole Number of free Persons, including those bound to Service for a Term of Years, and including Indians not taxed, three fifths of all other Persons. The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct. The Number of Representatives shall not exceed one for every thirty thousand, but each State shall have at least one Representative; and until such Enumeration, shall be made, the whole of the above Numbers shall be added to those, Massachusetts eight, Rhode Island and Pennsylvania three, New York six, New Jersey four, Delaware three, Maryland five, Virginia six, North Carolina five, South Carolina five, and Georgia three.

When Vacancies happen in the Representatives from any of the above mentioned States, the Electors in such State shall fill such Vacancies. The House of Representatives shall choose their Speaker and other Officers, and shall have the sole Power of Impeachment.

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Immediately after they shall be assembled in Consequence of the first Election, they shall be divided as equally as may be into three Clauses, the first of the Number of the first Class shall be created at the Expiration of the second Year, of the second Class at the Expiration of the fourth Year, and of the third Class at the Expiration of the sixth Year, so that one third may be chosen every second Year; and if Vacancies happen by Resignation, or otherwise, during the

Article 1, Section 8, Clause 8

To promote the Progress of Science and
useful Arts, by securing for limited Times
to Authors and Inventors the exclusive
Right to their respective Writings and
Discoveries.

Gives an inventor the right to exclude others from making, using, selling, offering to sell, & importing an invention for 20 years

Inventor must publicly disclose the invention

What's an invention?

A product or process

Requirements

Requirements for a patent

1. Patentable
2. Novel
3. Non-obvious
4. Useful

Patentable

- » Machines
- » Medicines
- » Furniture
- » Chemical formulas
- » Games
- » Food
- » Music instruments
- » Computer hardware
- » Cosmetics
- » Plants
- » Business methods
- » Software

Not patentable

- » Literary works
- » Music compositions
- » Data compilations
- » Legal documents
- » Products of nature
- » Scientific theories
- » Math
- » Forms of energy (e.g., TCP/IP packets)
- » Devices that perform illegal activities
- » Perpetual motion machines
- » Time machines

(19) **United States**

(12) **Patent Application Publication**
St. Clair

(10) **Pub. No.: US 2006/0071122 A1**

(43) **Pub. Date: Apr. 6, 2006**

(54) **FULL BODY TELEPORTATION SYSTEM**

(22) Filed: **Sep. 29, 2004**

(76) Inventor: **John Quincy St. Clair**, San Juan, PR
(US)

Publication Classification

Correspondence Address:
JOHN ST. CLAIR
4A
52 KINGS COURT
SAN JUAN, PR 00911 (US)

(51) **Int. Cl.**
B64C 39/00 (2006.01)

(52) **U.S. Cl.** **244/62**

(57) **ABSTRACT**

A pulsed gravitational wave wormhole generator system that teleports a human being through hyperspace from one location to another.

(21) Appl. No.: **10/953,212**



Not novel

» Prior art

» Known to the public

Obvious

Invention should not follow from “normal product design and development”

A “person having ordinary skill in the art” should not know how to create the invention

Useful

- » Provides identifiable benefit
- » Capable of use (unlike time machines & warp drives)

Problems

Stupid patents



(12) **United States Patent**
Olson

(10) **Patent No.:** **US 6,368,227 B1**
(45) **Date of Patent:** **Apr. 9, 2002**

(54) **METHOD OF SWINGING ON A SWING**

5,413,298 A * 5/1995 Perreault 248/228

(76) Inventor: **Steven Olson**, 337 Otis Ave., St. Paul,
MN (US) 55104

* 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 0 days.

Primary Examiner—Kien T. Nguyen

(74) *Attorney, Agent, or Firm*—Peter Lowell Olson

(21) Appl. No.: **09/715,198**

(22) Filed: **Nov. 17, 2000**

(51) **Int. Cl.**⁷ **A63G 9/00**

(52) **U.S. Cl.** **472/118**

(58) **Field of Search** 472/118, 119,
472/120, 121, 122, 123, 125

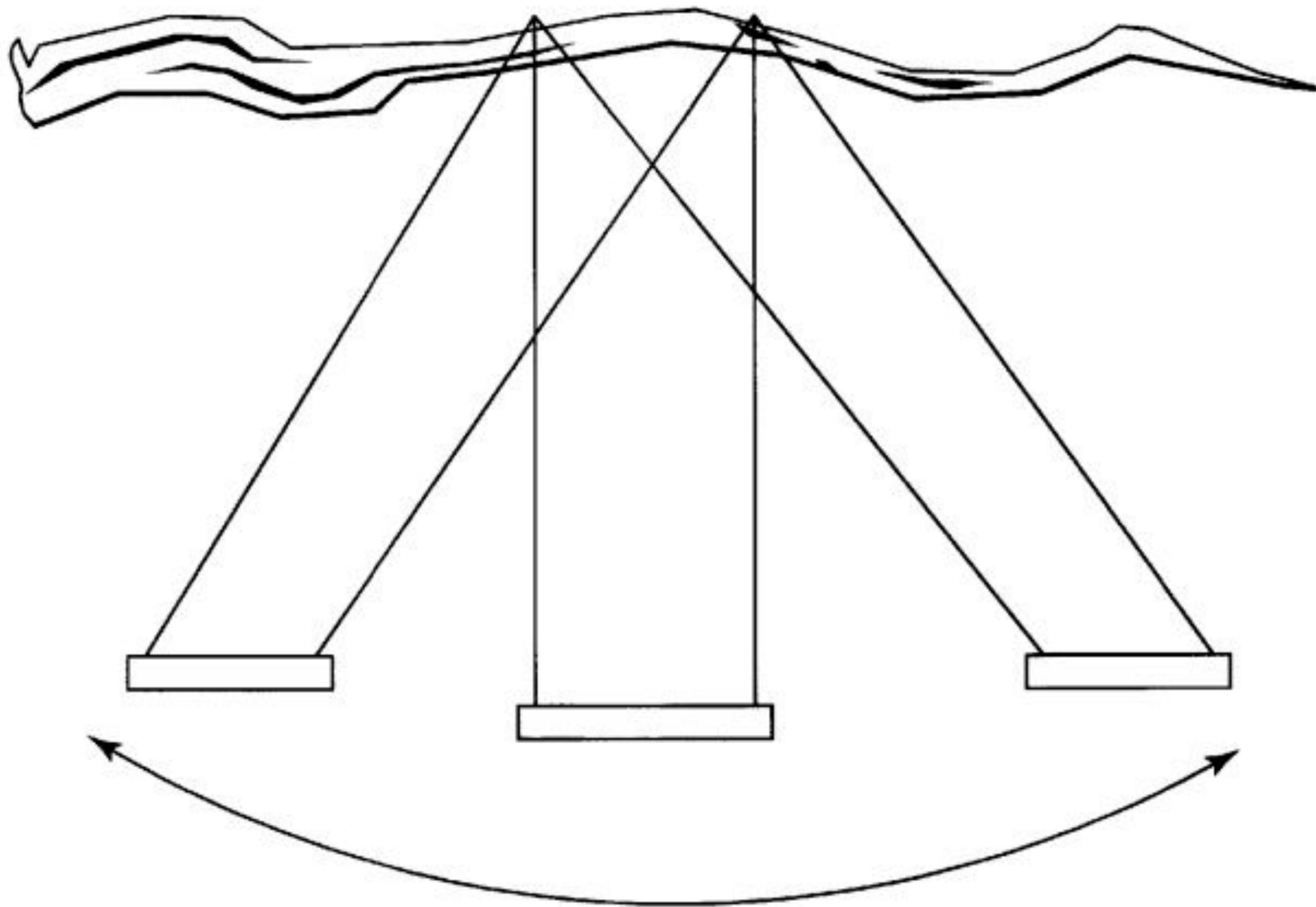
(57) **ABSTRACT**

A method of swing on a swing is disclosed, in which a user positioned on a standard swing suspended by two chains from a substantially horizontal tree branch induces side to side motion by pulling alternately on one chain and then the other.

(56) **References Cited**

U.S. PATENT DOCUMENTS

4 Claims, 3 Drawing Sheets



(12) **United States Patent**
Long, III

(10) **Patent No.:** **US 6,360,693 B1**
(45) **Date of Patent:** **Mar. 26, 2002**

(54) **ANIMAL TOY**

(76) Inventor: **Ross Eugene Long, III**, 4732 Reinhardt Dr., Oakland, CA (US) 94619

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

(21) Appl. No.: **09/454,229**

(22) Filed: **Dec. 2, 1999**

(51) **Int. Cl.**⁷ **A01K 29/00**

(52) **U.S. Cl.** **119/707**

(58) **Field of Search** 119/702, 707,
119/709, 710, 711, 467, 468, 256, 268

(56) **References Cited**

U.S. PATENT DOCUMENTS

1,006,182 A * 10/1911 Cousin 119/710
1,022,113 A * 4/1912 Smith 119/710
3,830,202 A * 8/1974 Garrison 119/710
4,202,922 A * 5/1980 Osment 428/18
5,018,480 A * 5/1991 Goldman et al. 119/26
RE34,352 E * 8/1993 Markham et al. 119/710
5,752,463 A * 5/1998 Jenkins 119/57.8

5,819,687 A * 10/1998 Lister 119/52.1

* cited by examiner

Primary Examiner—Thomas Price

(57) **ABSTRACT**

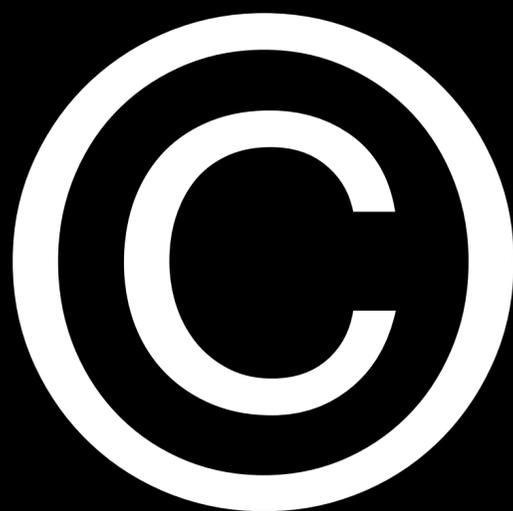
An apparatus for use as a toy by an animal, for example a dog, to either fetch carry or chew includes a main section with at least one protrusion extending therefrom that resembles a branch in appearance. The toy is formed of any of a number of materials including rubber, plastic, or wood including wood composites and is solid. It is either rigid or flexible. A flavoring (scent) is added, if desired. The toy is adapted to float by including a material therein that is lighter than water or it is adapted to glow in the dark, as desired, by the addition of a fluorescent material that is either included in the material from which the toy is made or the fluorescent material is applied thereto as a coating. The toy may be segmented (i.e., notched) so as to break off into smaller segments, as is useful for smaller animals or, alternatively, to extend the life of the toy. Various textured surfaces including camouflage colorings are anticipated as are straight or curved main sections. The toy may be formed of any desired material, as described, so as to be edible by the animal.

20 Claims, 3 Drawing Sheets

Trolls



	Protection Starts	Time Limit	Protects	Public?
Trade Secret	Conception or receipt	∞	Secret info	No
Trademark	Use &/or filing date	∞	Good will	Yes
Patents	Filing date	20 years	Invention	Yes
Copyright				





Ellen DeGeneres @TheEllenShow



Follow

If only Bradley's arm was longer. Best photo ever. #oscars pic.twitter.com/C9U5NOtGap

Reply Retweet Favorite More



RETWEETS 3,335,851 FAVORITES 1,894,530



9:06 PM - 2 Mar 2014

Flag media

We the People

of the United States, in order to form a more perfect Union, establish Justice, insure domestic Tranquillity, provide for the common defence, promote the general Welfare, and secure the Blessings of Liberty to ourselves and our Posterity, do ordain and establish this Constitution for the United States of America.

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Article 1, Section 8, Clause 8

To promote the Progress of Science and
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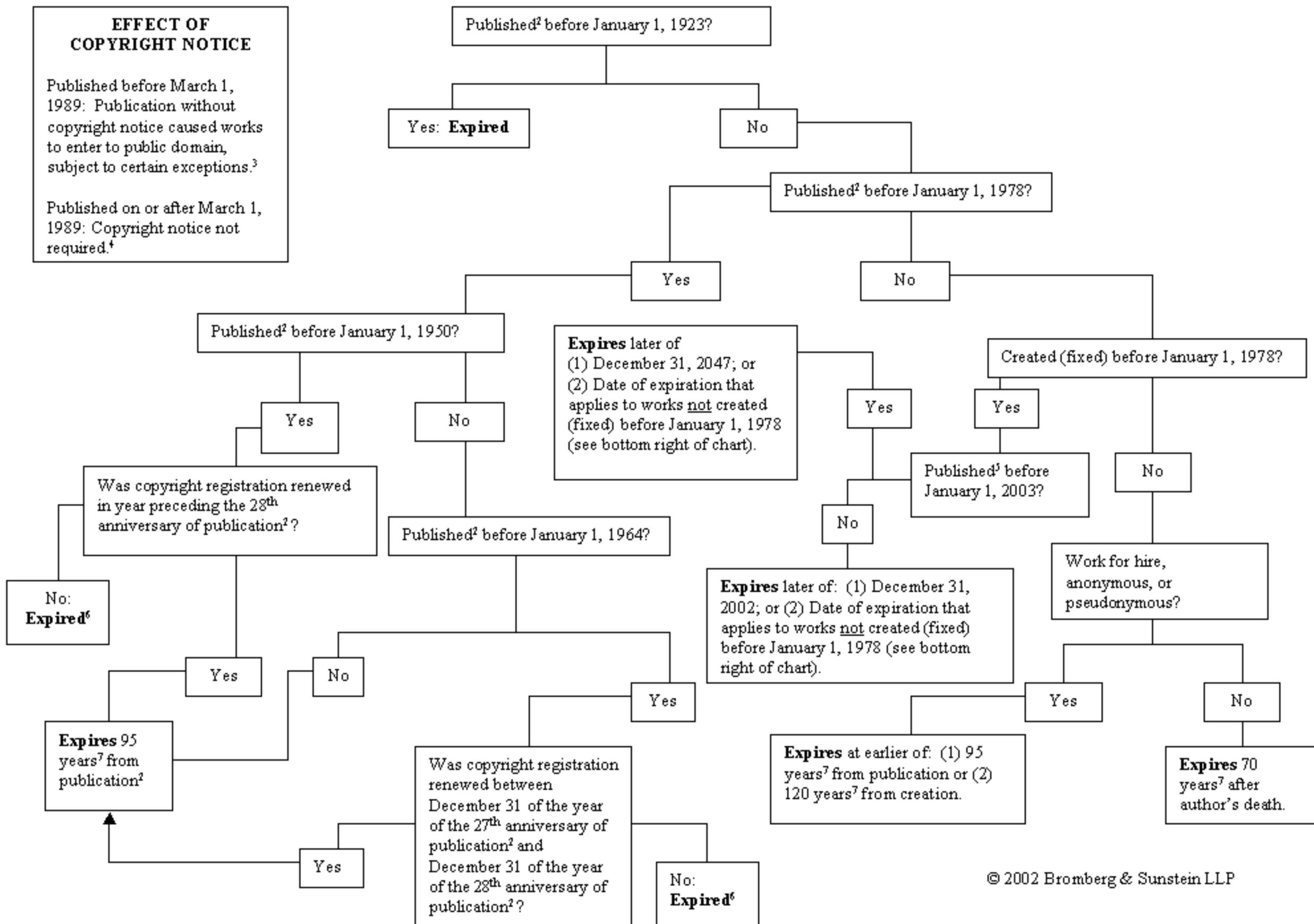
	Author	Corporate
1790	14 & 14	
1831	28 & 14	
1909	28 & 28	
1976	Life + 50	75
1998	Life + 75	95

Copyright Act of 1976, 17 USC § 106

Grants exclusive rights to creators for a specific term

- » Reproduction
- » Distribution
- » Performance
- » Display
- » Transmission
- » Preparation of derivative works

FLOWCHART FOR DETERMINING WHEN U.S. COPYRIGHTS IN FIXED¹ WORKS EXPIRE



MR. WILLIAM
SHAKESPEARES

COMEDIES,
HISTORIES, &
TRAGEDIES.

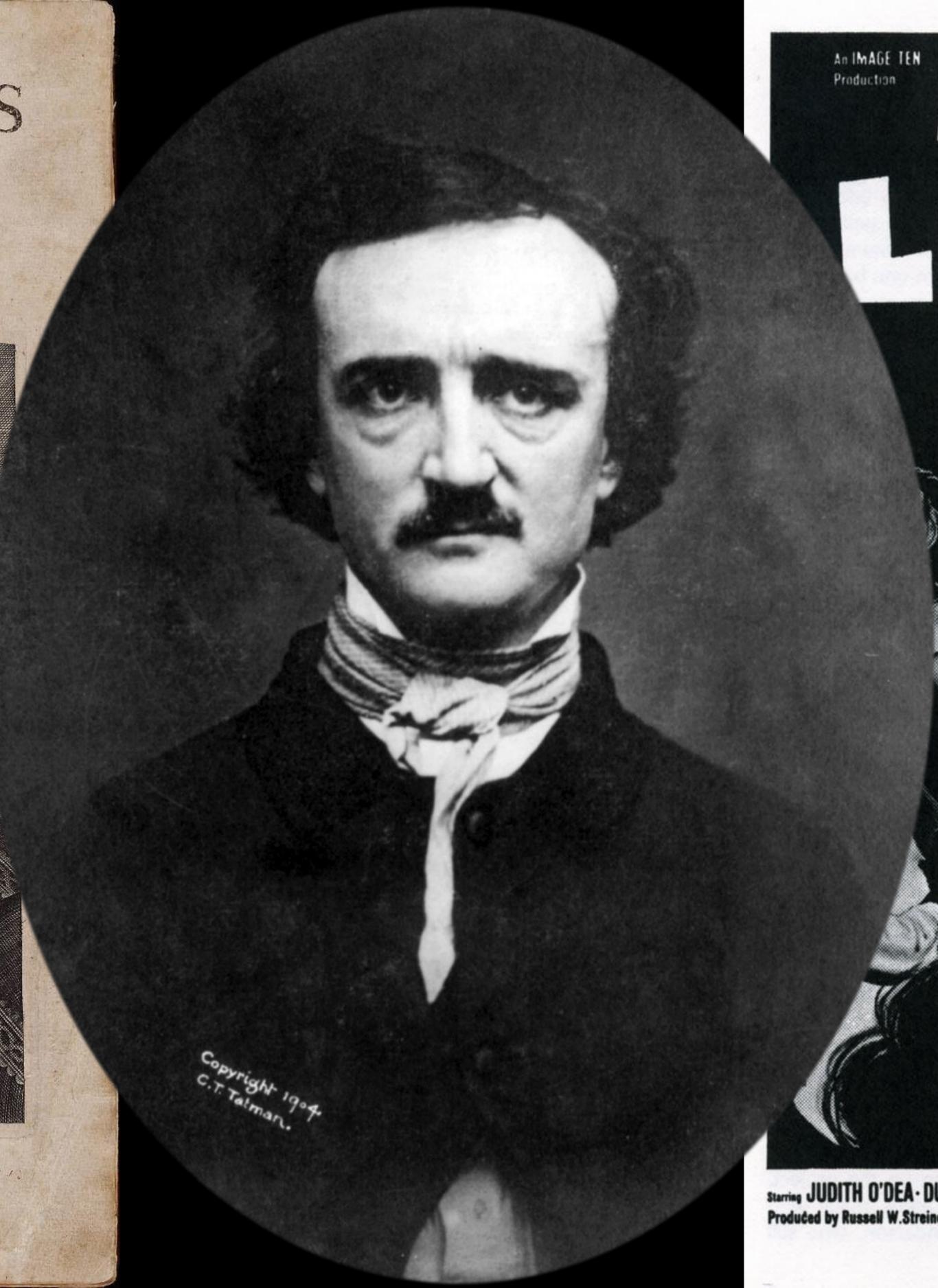
Published according to the True Originall Copies.



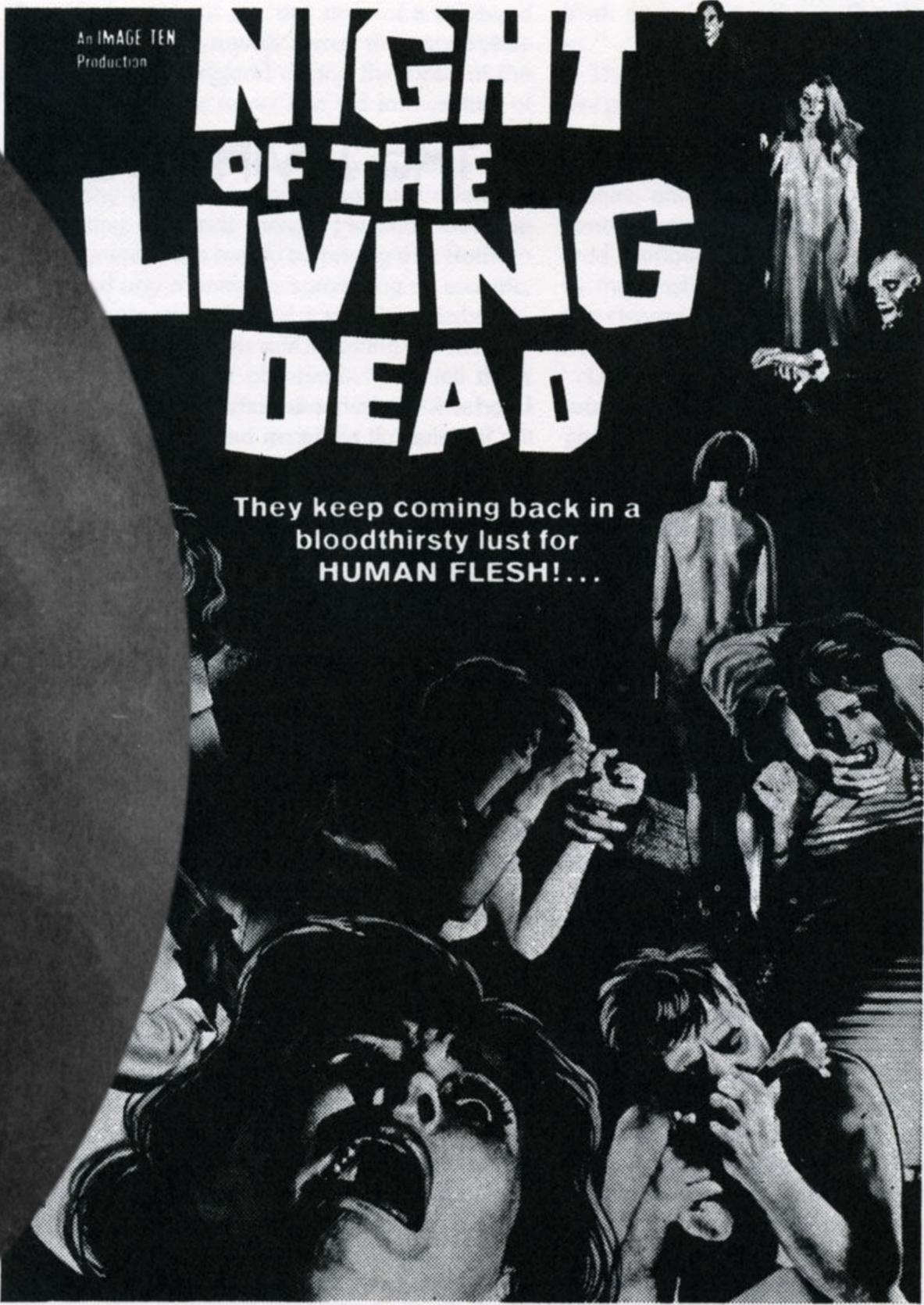
Martin Droeshout - sculptor - London.

LONDON

Printed by Isaac Iaggard, and Ed. Blount. 1623.



Copyright 1904
C.T. Talman.



An IMAGE TEN
Production
**NIGHT
OF THE
LIVING
DEAD**

They keep coming back in a
bloodthirsty lust for
HUMAN FLESH!...

Starring **JUDITH O'DEA · DUANE JONES · MARILYN EASTMAN · KARL HARDMAN · JUDITH RIDLEY · KEITH WAYNE**
Produced by Russell W. Streiner and Karl Hardman · Directed by George A. Romero · Screenplay by John A. Russo
A Walter Reade Organization Presentation — Released by Continental



2030

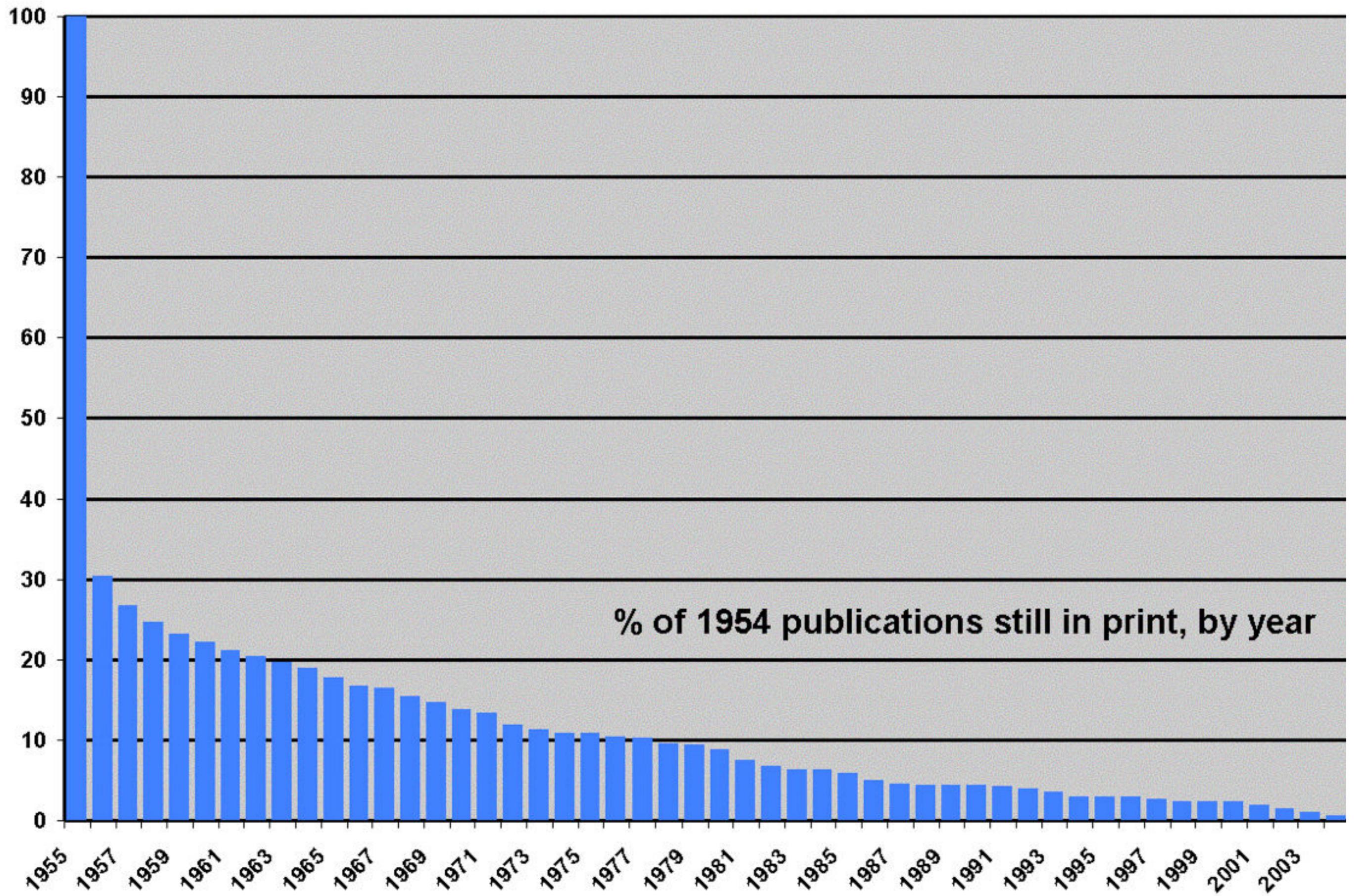
“Happy Birthday” enters the public domain

2115

Harry Potter enters the public domain

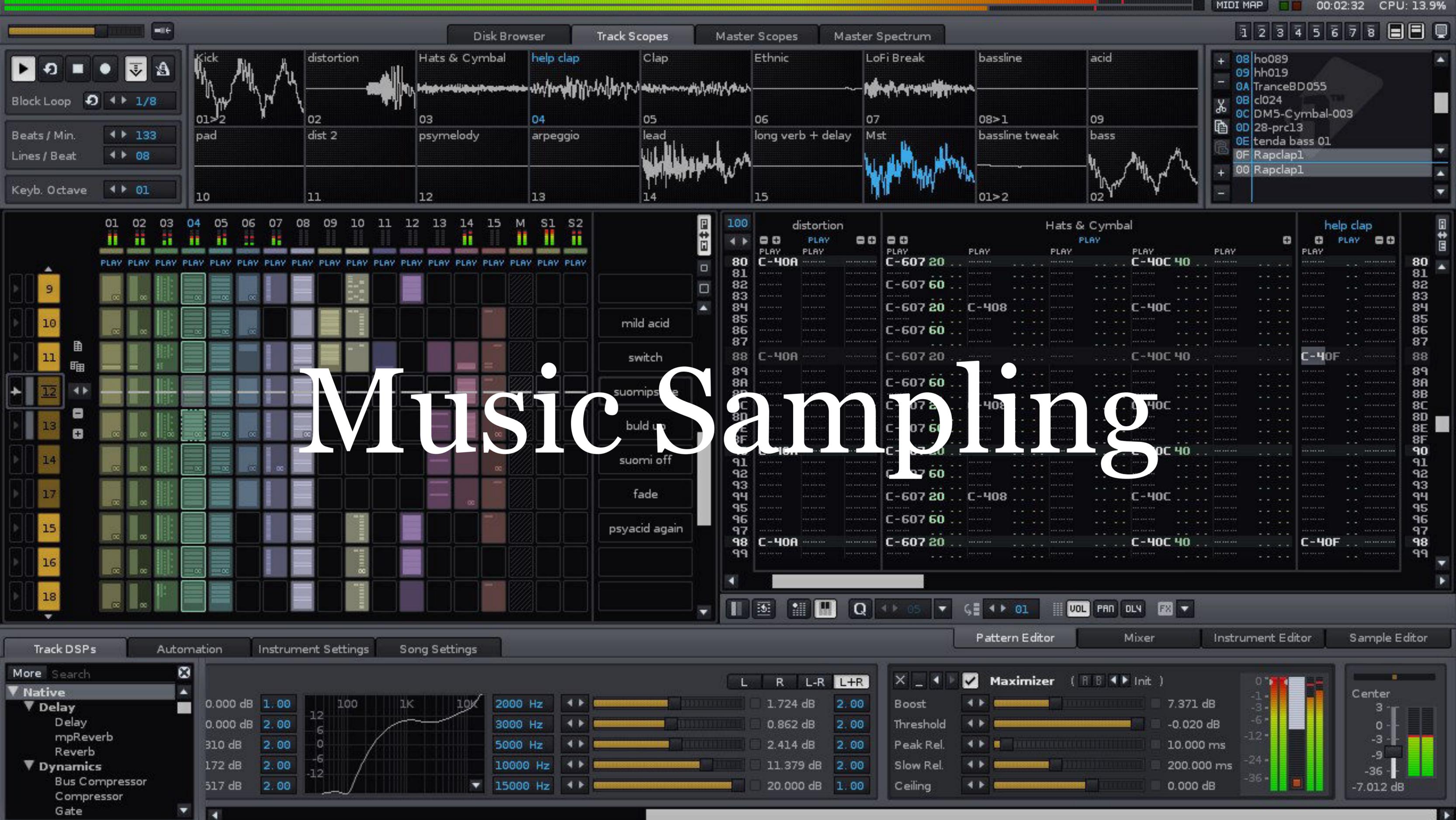
(assuming J. K. Rowling dies at the age of 75)

	Published	Public
<i>The Great Gatsby</i>	1925	2020
<i>The Hobbit</i>	1937	2032
<i>Of Mice and Men</i>	1937	2032
<i>The Grapes of Wrath</i>	1939	2034
1984	1949	2044
<i>The Catcher in the Rye</i>	1951	2046
<i>Fahrenheit 451</i>	1953	2048
<i>Atlas Shrugged</i>	1957	2052
<i>To Kill a Mockingbird</i>	1960	2055
<i>Catch-22</i>	1961	2056
<i>Slaughterhouse-Five</i>	1969	2064



% of 1954 publications still in print, by year

	Protection Starts	Time Limit	Protects	Public?
Trade Secret	Conception or receipt	∞	Secret info	No
Trademark	Use &/or filing date	∞	Good will	Yes
Patents	Filing date	20	Invention	Yes
Copyright	Creation	Life + 75 or 95	Expression of an idea	Yes



Music Sampling

Queen & David Bowie

“Under Pressure”

1981

Vanilla Ice

“Ice Ice Baby”

1990

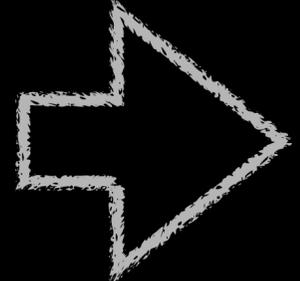
ICEE

Original credits

Vanilla Ice
Earthquake

Original credits

Vanilla Ice
Earthquake



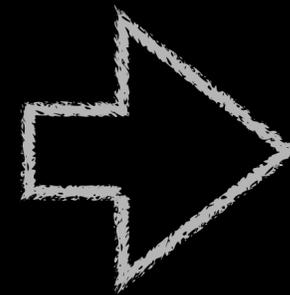
\$4,000,000

Original credits

Vanilla Ice
Earthquake



\$4,000,000



New credits

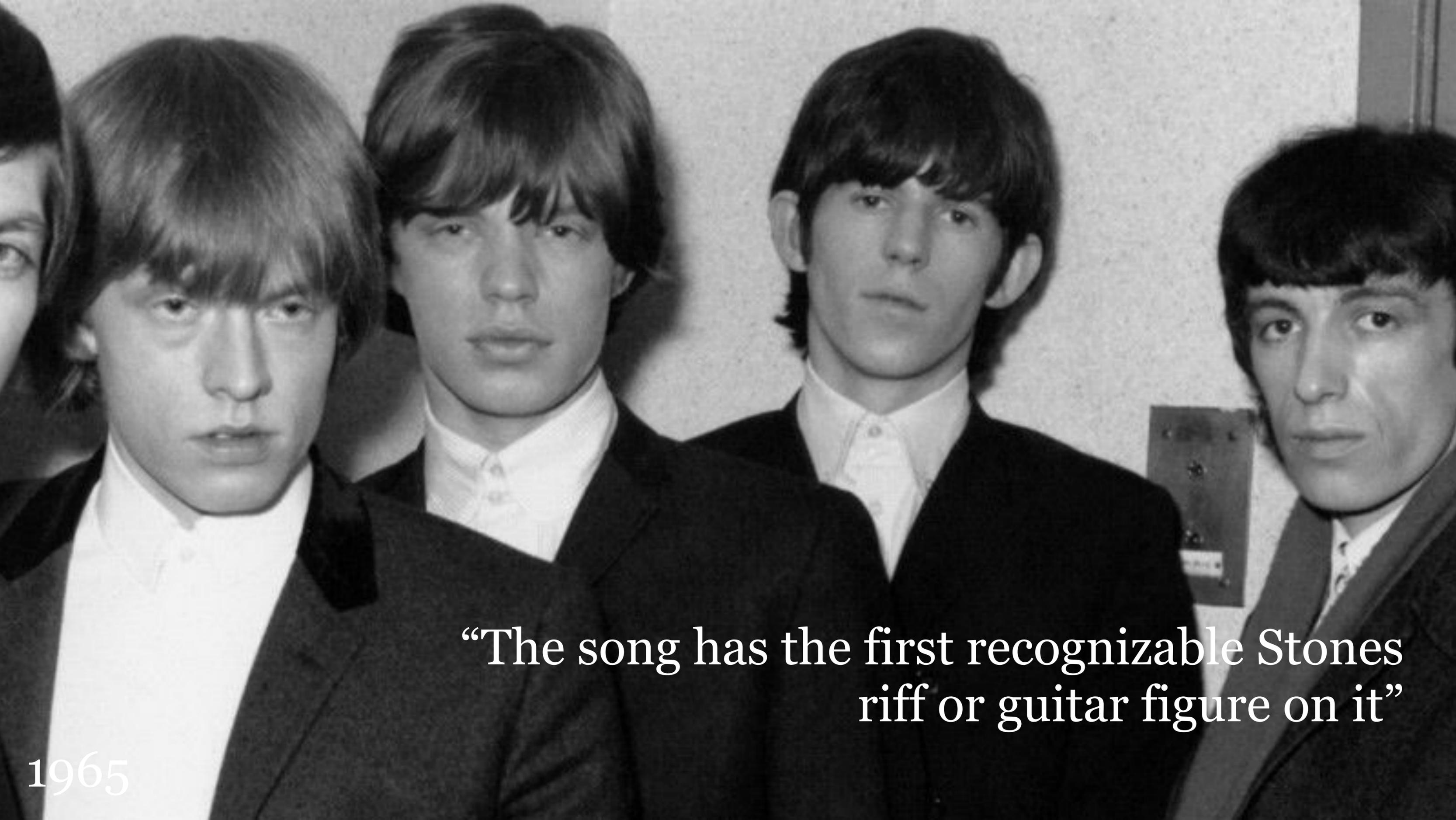
Vanilla Ice
Earthquake
Queen
David Bowie



1965



1965



“The song has the first recognizable Stones riff or guitar figure on it”

1965

THE ROLLING STONES
THE LAST TIME

b/w **PLAY WITH FIRE**

PRODUCED BY
ANDREW LOOG OLDHAM
FOR IMPACT SOUND

LONDON
45-9741



1965



1965

Andrew Loog Oldham



stereo MIP-1-9360

1966

The Rolling Stones Songbook

INSTRUMENTAL VERSIONS
OF THE STONES' BIGGEST HITS

The Andrew Oldham Orchestra

including SATISFACTION • THE LAST TIME • HEART OF STONE and TIME IS ON MY SIDE



stereo MIP-1-9360

1966

The Rolling Stones Songbook

INSTRUMENTAL VERSIONS
OF THE STONES' BIGGEST HITS

The Andrew Oldham Orchestra

including SATISFACTION • THE LAST TIME • HEART OF STONE and TIME IS ON MY SIDE







Allen Klein



Allen Klein

“Don’t talk to me about ethics.”



Allen Klein

“A contract is just a piece of paper.”



Allen Klein

“Yea though I walk through the valley of the shadow of death, I will fear no evil, because I’m the biggest bastard in the valley.”

1965

The Rolling Stones
all owned *Nanker Phelge Music*

Klein had the Stones funnel
rights to all their '60s songs
through *Nanker Phelge USA*



1965

The Rolling Stones
all owned *Nanker Phelge Music*

Klein had the Stones funnel
rights to all their '60s songs
through *Nanker Phelge USA*



1965

The Rolling Stones
all owned *Nanker Phelge Music*

Klein had the Stones funnel
rights to all their '60s songs
through *Nanker Phelge USA*

Allen Klein was the sole owner
of *Nanker Phelge USA*



1990s



stereo MIP-1-9360

The Rolling Stones Songbook

INSTRUMENTAL VERSIONS
OF THE STONES' BIGGEST HITS

The Andrew Oldham Orchestra

including SATISFACTION • THE LAST TIME • HEART OF STONE and TIME IS ON MY SIDE



Dongbook

The Andrew Oldham Orchestra

including **SATISFACTION** • **THE LAST TIME** • **HEART OF STONE** and **TIME IS ON MY SIDE**



1996

the verve
URBAN HYMNS



DECCA

4-bar, 5-note sample



Added 47 tracks of instrumentation

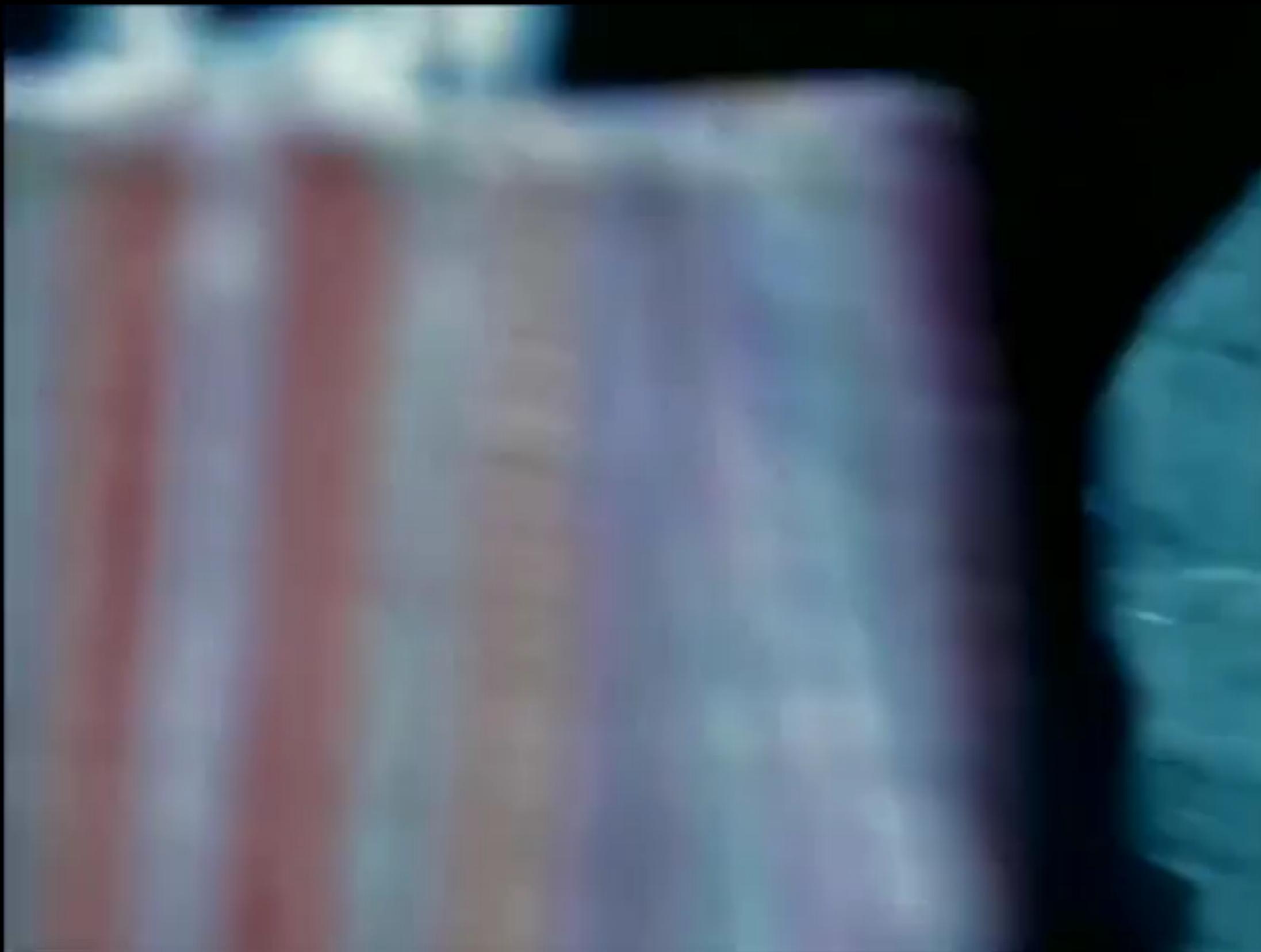


the verve

BITTER SWEET SYMPHONY

Richard Ashcroft
Nick McCabe
Simon Tong
Peter Salisbury
Simon Jones

It's a bitter sweet symphony, that's life
Trying to make ends meet
You're a slave to money then you die



Just in after a big night? Prep the mirror, grab your hairbrush & sing along to our playlist of BIG pop comebacks >

<http://t.co/qLVCIHPIr>
about 10 hours ago

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Singles		Albums		
Date	Title, Artist, (Label)	Peak Position	Weeks	Weeks at No.1
04/07/1992	SHE'S A SUPERSTAR VERVE (Hut 16)	66	1	0
22/05/1993	BLUE VERVE (Hut HUTCD 29)	69	1	0
13/05/1995	THIS IS MUSIC VERVE (Hut HUTCD 54)	35	3	0
24/06/1995	ON YOUR OWN VERVE (Hut HUTCD 55)	28	2	0
30/09/1995	HISTORY VERVE (Hut HUTDX 59)	24	3	0
28/06/1997	BITTER SWEET SYMPHONY VERVE (Hut HUTDG 82)	2	13	0
13/09/1997	THE DRUGS DON'T WORK VERVE (Hut HUTDG 88)	1	13	1
06/12/1997	LUCKY MAN VERVE (Hut HUTDG 92)	7	13	0
30/05/1998	SONNET (IMPORT) VERVE (Hut 8950752)	74	1	0
12/07/2008	BITTER SWEET SYMPHONY VERVE (Hut HUTDG 82)	58	5	0
16/08/2008	LOVE IS NOISE VERVE (Parlophone VERVE004)	4	11	0
29/11/2008	RATHER BE VERVE (Parlophone CDR6762)	56	1	0
03/03/2012	BITTER SWEET SYMPHONY VERVE (Hut GBAAA9700049)	59	2	0

#12, March 1998

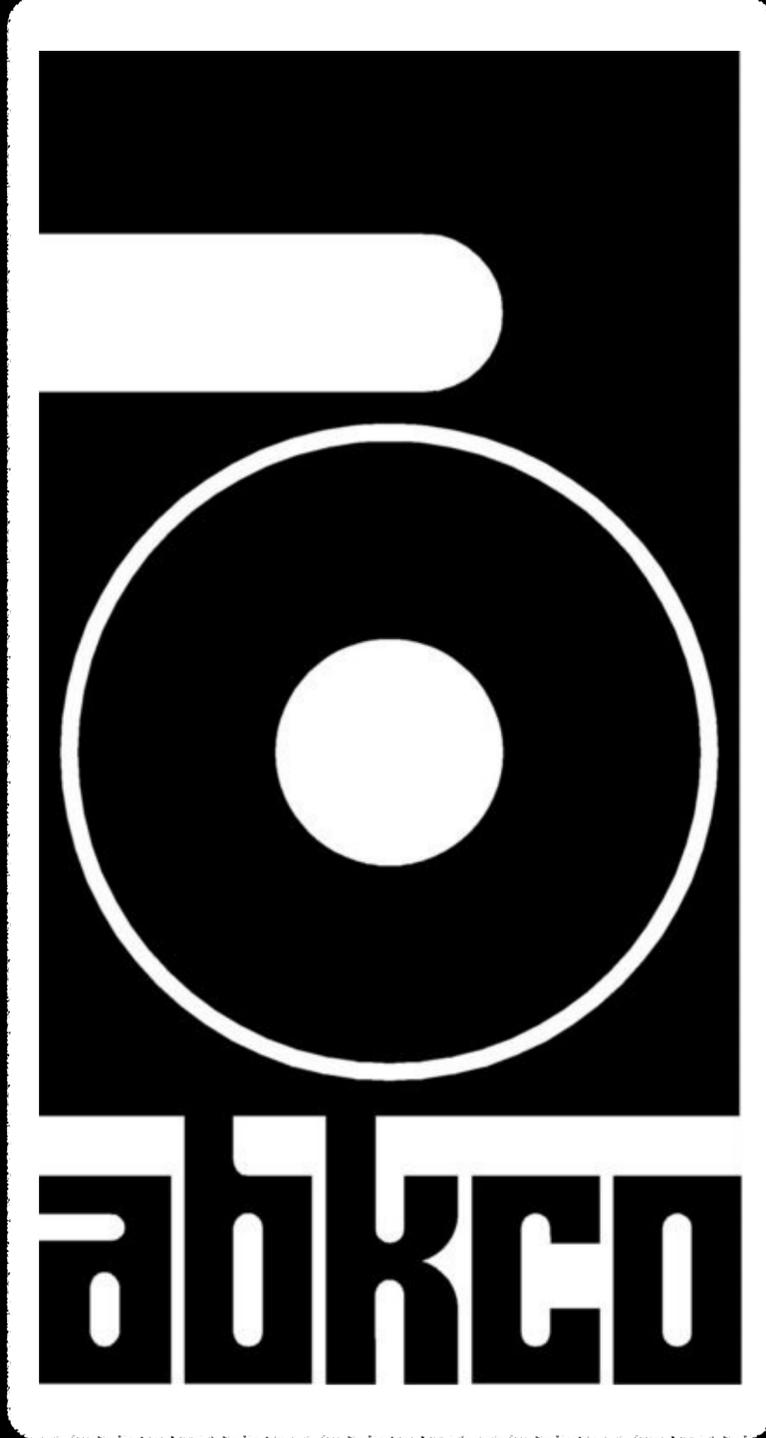
Billboard

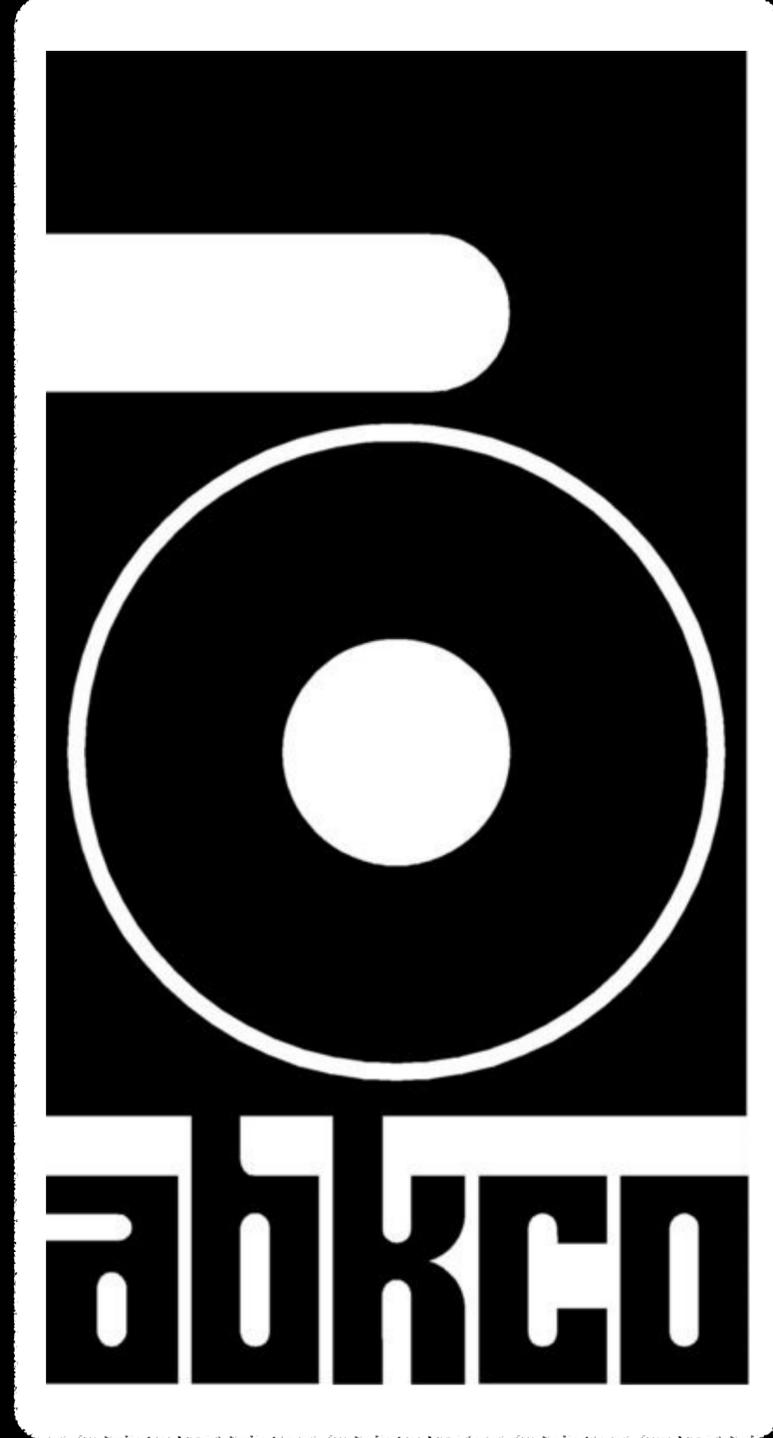
HOT 100

DECCA

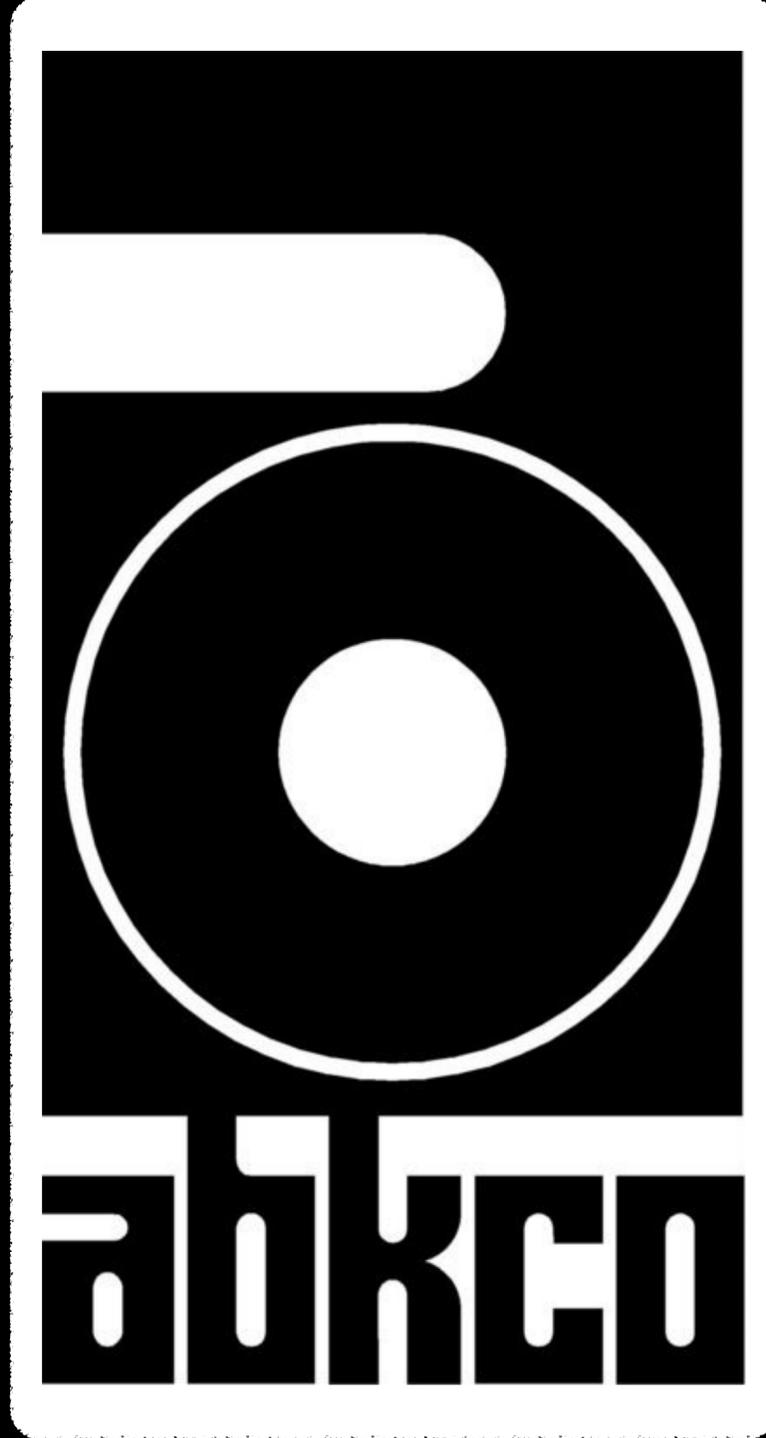


Master (or recording) rights





Composition (or publishing) rights



Composition (or publishing) rights

“Master Rights are useless to the requestor without the Publishing Rights”

50%

1000%

1000%



1000%



*Richard Ashcroft gets \$1000 for writing lyrics



The Verve

Bittersweet Symphony

Composed by [Keith Richards](#) / [Mick Jagger](#) / [Richard Ashcroft](#)

- Overview
- Lyrics

Song Review by Greg Prato [\[+\]](#)

Share this page



After going on hiatus after their 1995 [A Northern Soul](#) release, [the Verve](#) decided to reunite, and two years later issued [Urban Hymns](#), their greatest album yet. The album proved to be the global breakthrough that they hoped for, especially on the strength of the majestic hit single "Bittersweet Symphony." A few years before the track was written, [Verve](#) singer [Richard Ashcroft](#) bought a used copy of the obscure album [The Rolling Stones Songbook](#), from 1966. The album consisted of [Stones](#) songs that were reworked by an orchestra (the bandmembers didn't play on it at all). And while there was absolutely no comparison between these strange new versions and the definitive, rocking originals, [Ashcroft](#) became interested in a small musical phrase that was included on the album's final song, "The Last Time." [the Verve](#) sampled a bit for "Bittersweet," and all hell broke loose when the

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Appears On

Year ▲	Artist/Album	Label	Time	AllMusic Rating	User Ratings
1997	 The Verve Bitter Sweet Symphony	EMI Music Distribution	4:35	★ ★ ★ ☆ ☆	★ ★ ★ ★ ★ (9)



The Verve

Bittersweet Symphony

Composed by [Keith Richards](#) / [Mick Jagger](#) / [Richard Ashcroft](#)

Overview

Lyrics

Song Review by Greg Prato [\[+\]](#)

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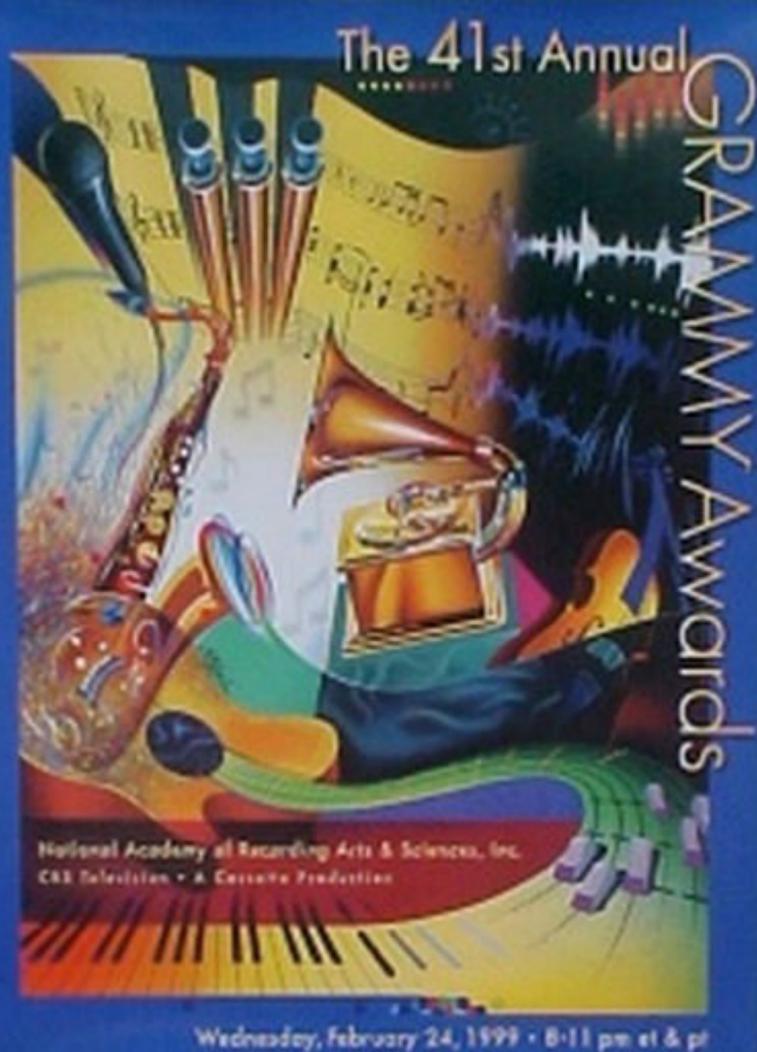


After going on hiatus after their 1995 [A Northern Soul](#) release, [the Verve](#) decided to reunite, and two years later issued [Urban Hymns](#), their greatest album yet. The album proved to be the global breakthrough that they hoped for, especially on the strength of the majestic hit single "Bittersweet Symphony." A few years before the track was written, [Verve](#) singer [Richard Ashcroft](#) bought a used copy of the obscure album [The Rolling Stones Songbook](#), from 1966. The album consisted of [Stones](#) songs that were reworked by an orchestra (the bandmembers didn't play on it at all). And while there was absolutely no comparison between these strange new versions and the definitive, rocking originals, [Ashcroft](#) became interested in a small musical phrase that was included on the album's final song, "The Last Time." [the Verve](#) sampled a bit for "Bittersweet," and all hell broke loose when the

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Appears On

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1997	The Verve Bitter Sweet Symphony	EMI Music Distribution	4:35	★ ★ ★ ☆ ☆	★ ★ ★ ★ ★ (9)



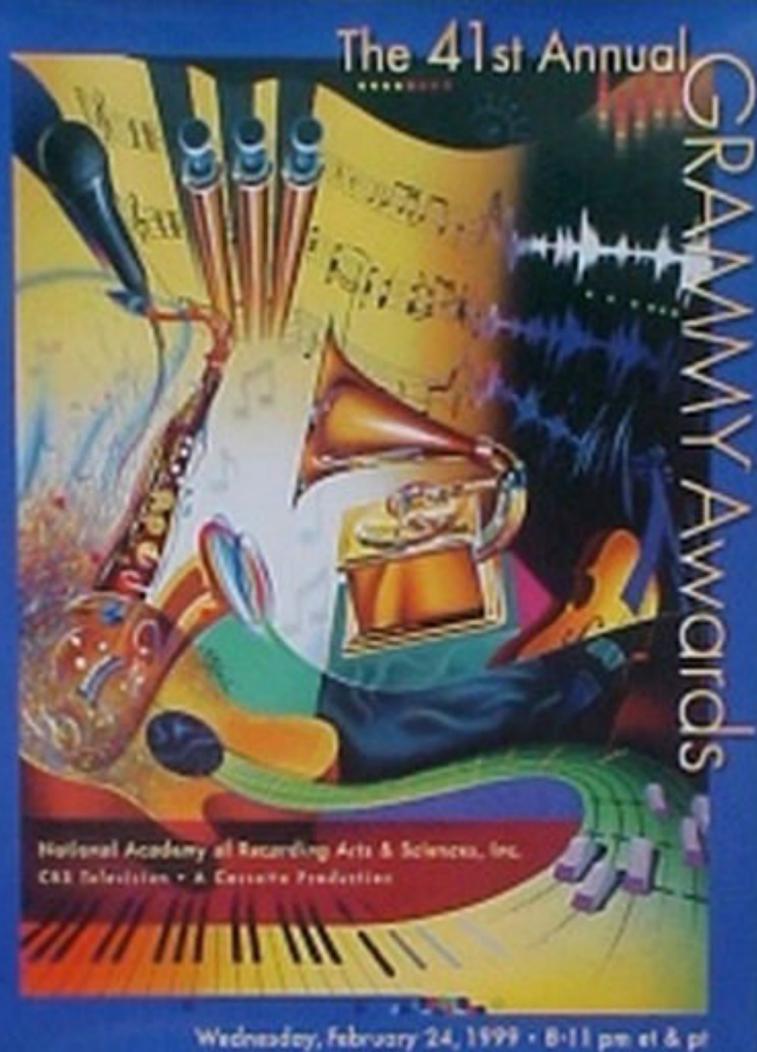
41st Annual GRAMMY Awards

February 24, 1999 Shrine Auditorium, Los Angeles

Eligibility Year: Oct. 1, 1997, Through Sept. 30, 1998

Best Rock Song

THE VERVE, 'Bitter Sweet Symphony' (by Richard Ashcroft, Mick Jagger & Keith Richards) **HOLE, 'Celebrity Skin'** (by Billy Corgan, Eric Erlandson & Courtney Love) **SEMISONIC, 'Closing Time'** (by Dan Wilson) **JOHN HIATT, 'Have A Little Faith In Me'** (by John Hiatt) **ALANIS MORISSETTE, 'Uninvited'** (by Alanis Morissette)



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Sues based on recording
rights he owned, not
DECCA

“As for Richard Ashcroft, ...
he thinks he wrote
something. He didn't. I
hope he's got over it.”



1965



1965



“The song has the first recognizable Stones riff or guitar figure on it”

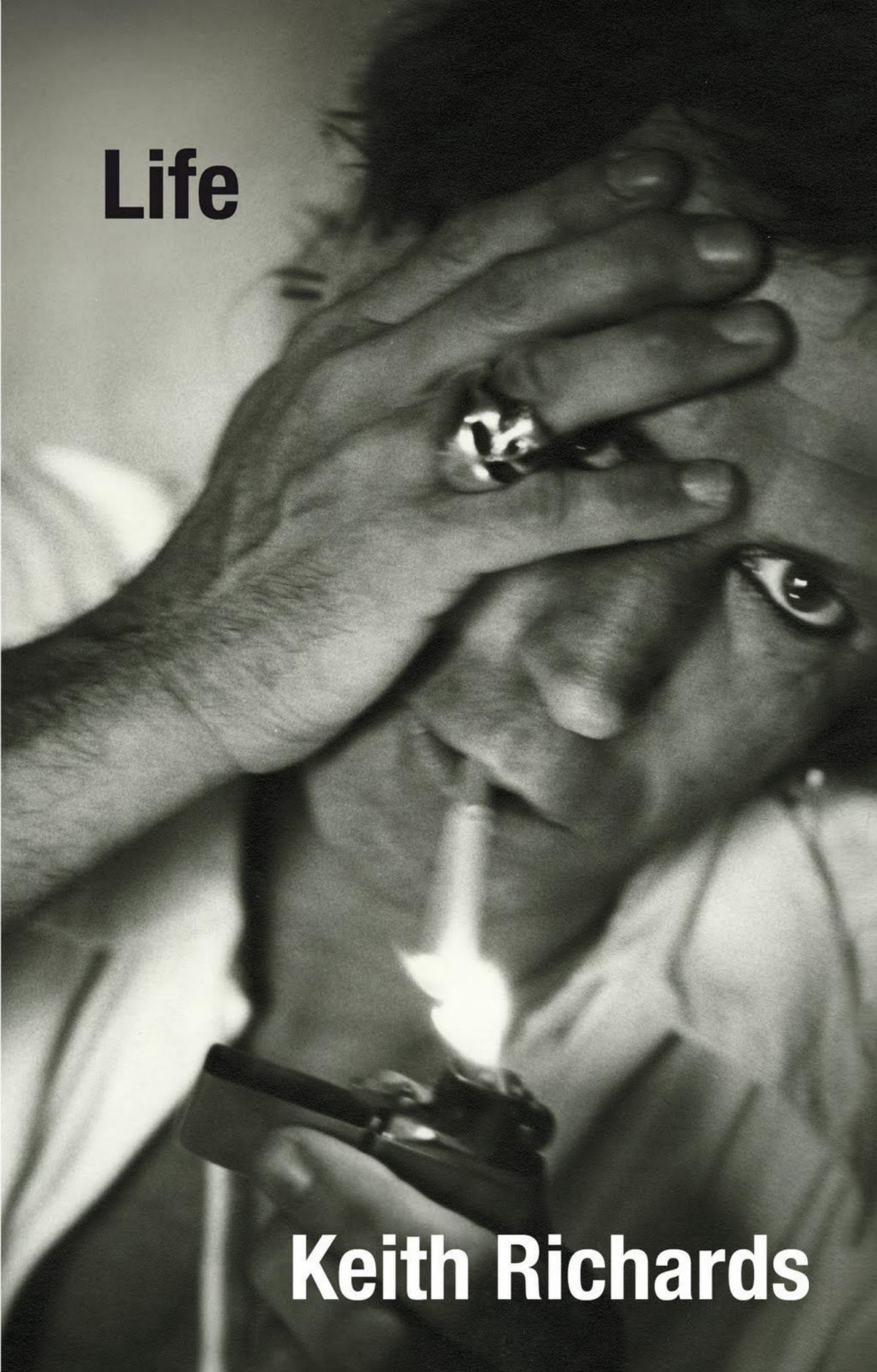
1965

2010

Life

“The song has the first recognizable
Stones riff or guitar figure on it;

Keith Richards

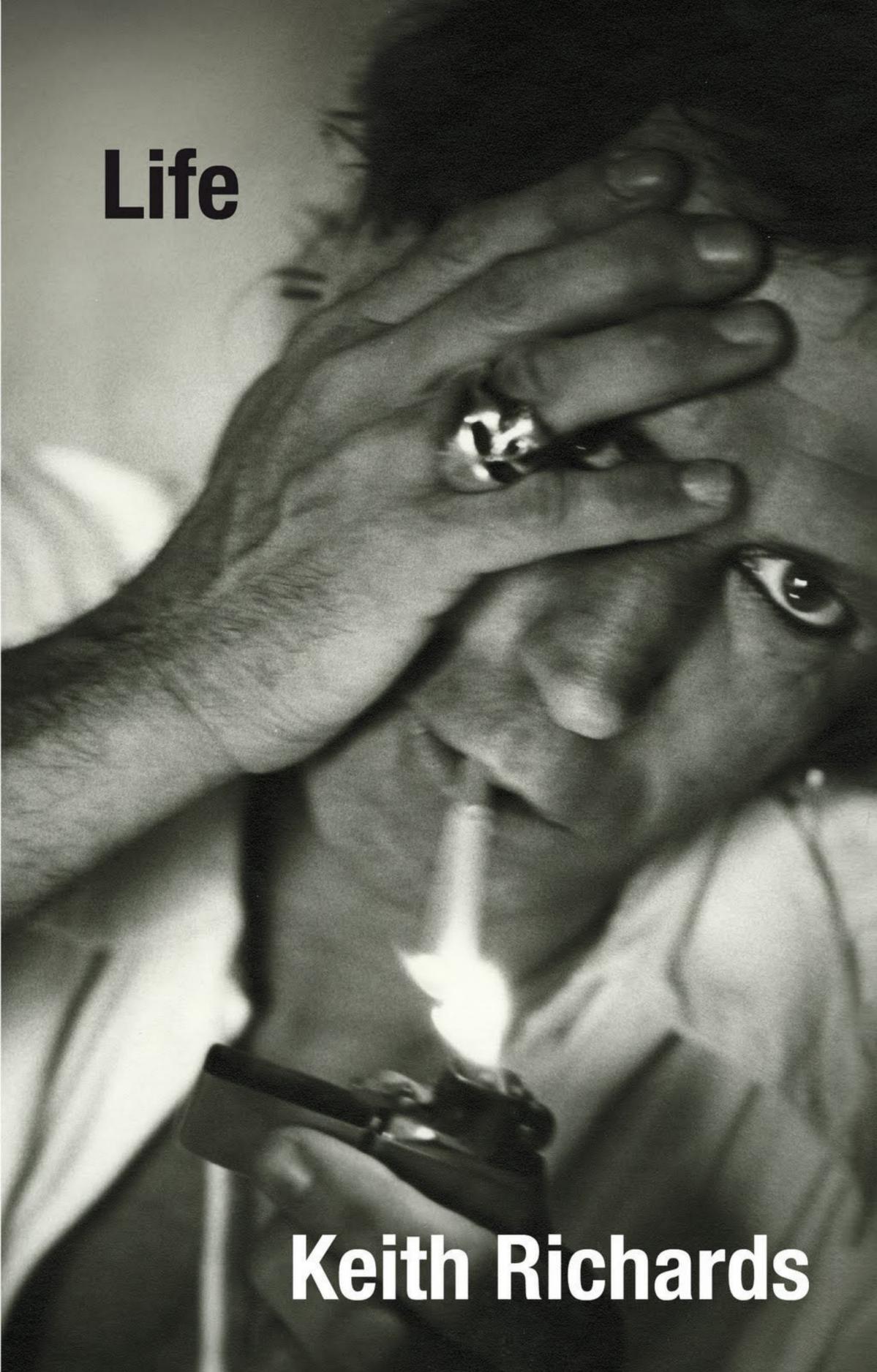


2010

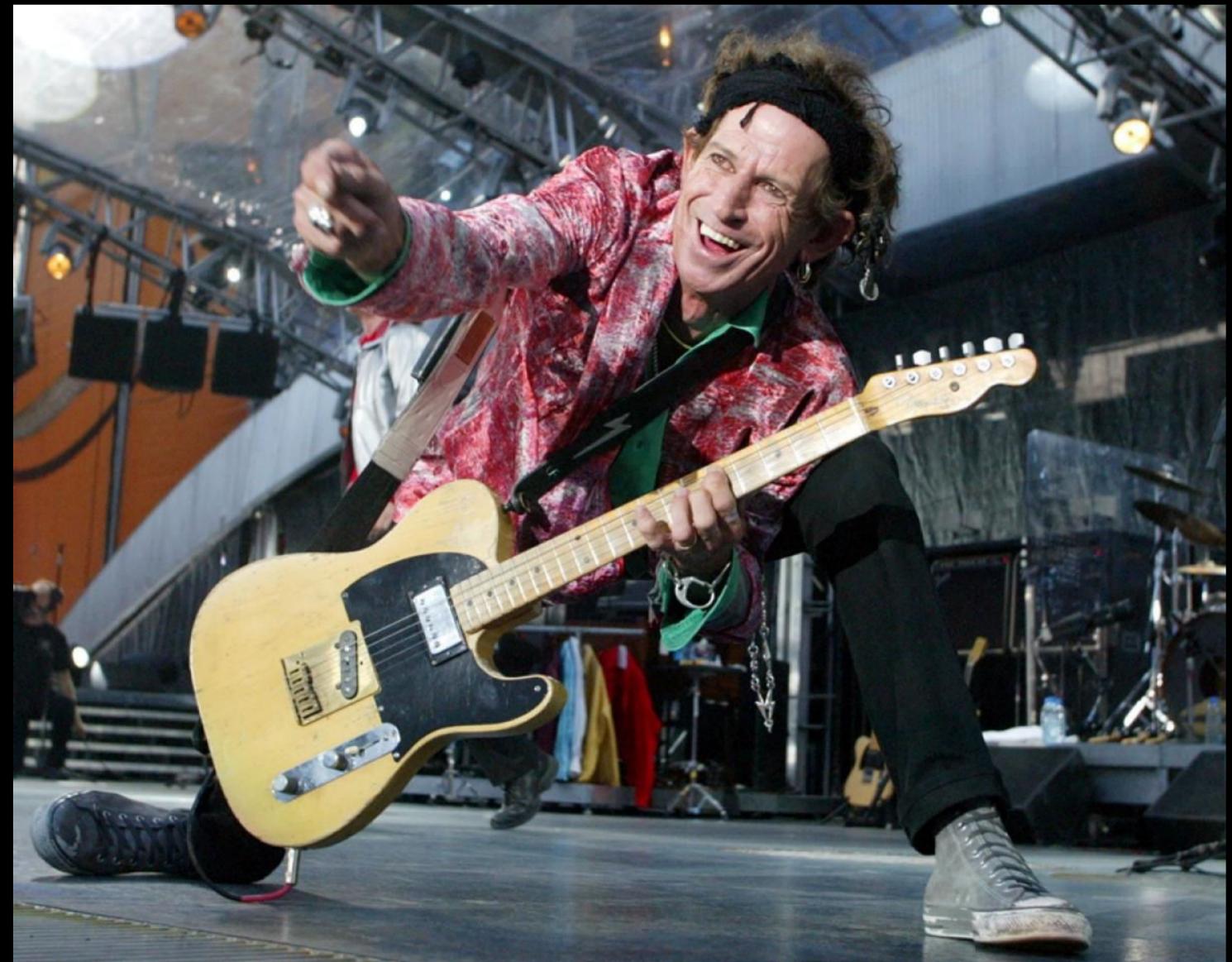
Life

“The song has the first recognizable Stones riff or guitar figure on it; the chorus is from the Staple Singers’ version, ‘This May Be the Last Time.’”

Keith Richards



2003



“It was VERY difficult ... to write [a song] for the Stones. It seemed to us it took months and months and in the end we came up with The Last Time, which was basically re-adapting a traditional Gospel song that had been sung by the Staple Singers, but luckily the song itself goes back into the mists of time.”

According to 
THE ROLLING STONES

CHRONICLE BOOKS

 ◀ ▶

the band the story the photos the book

copyright 2003 by Promopub b.v.

1955

The Staple Singers

“This May Be the Last Time”



1955

The Staple Singers

“This May Be the Last Time”



May 19, 2012

SNL





SNL

The Chiffons

“He’s So Fine”

1963

one fine day



EPL. 8 112
DISCOVER
vogue

The chiffons

wishing
why am I so shy
mystic voice

George Harrison

“My Sweet Lord”

November 28, 1970

February 10

1971

Bright Tunes Music Corp.
sues George Harrison
for copyright infringement

February

1971

Allen Klein meets with Bright
Tunes to discuss settlement

It fails



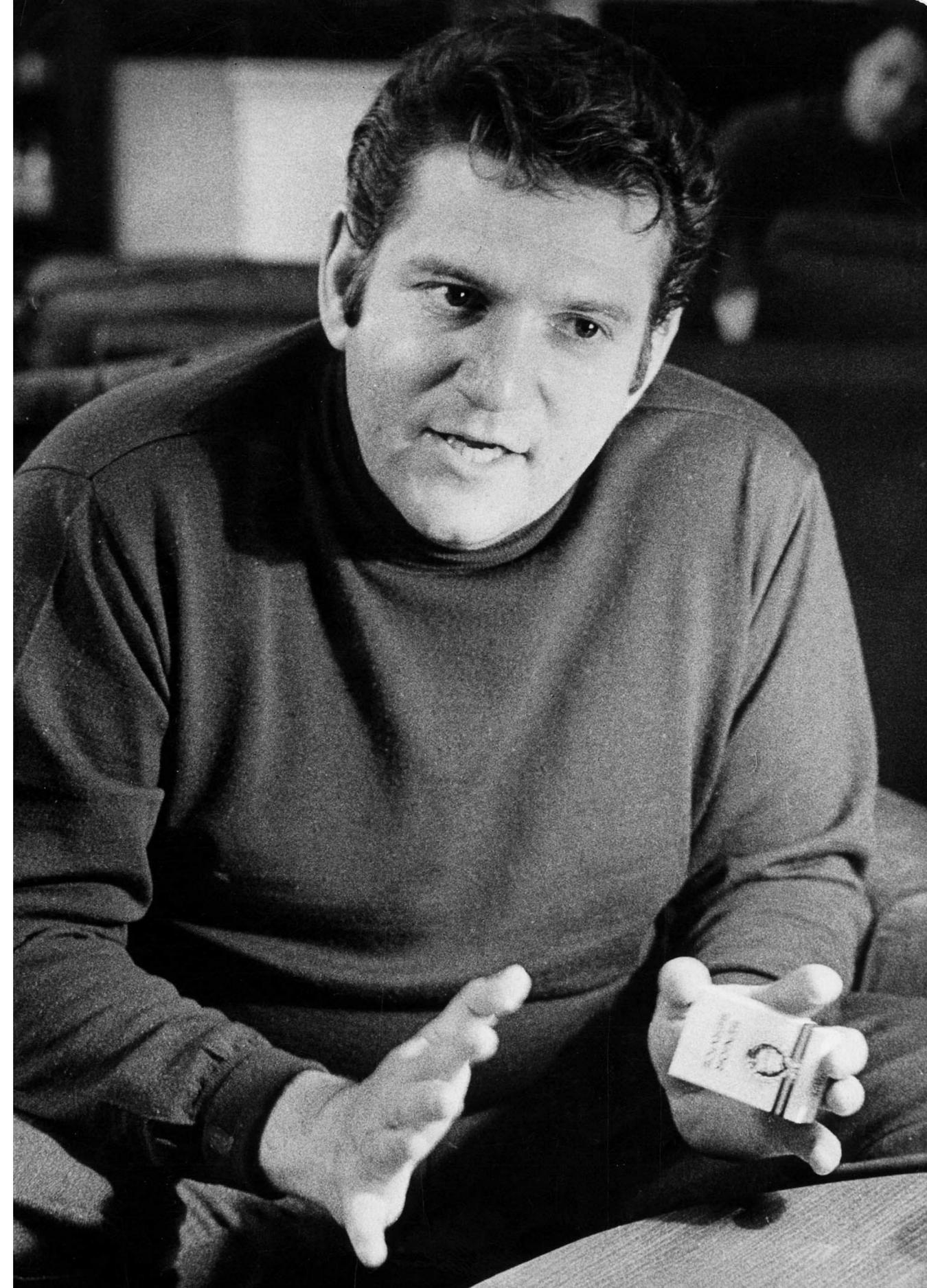
February

1971

Allen Klein engages lawyers &
musicologists for George Harrison



March 31
1973



March 31

1973

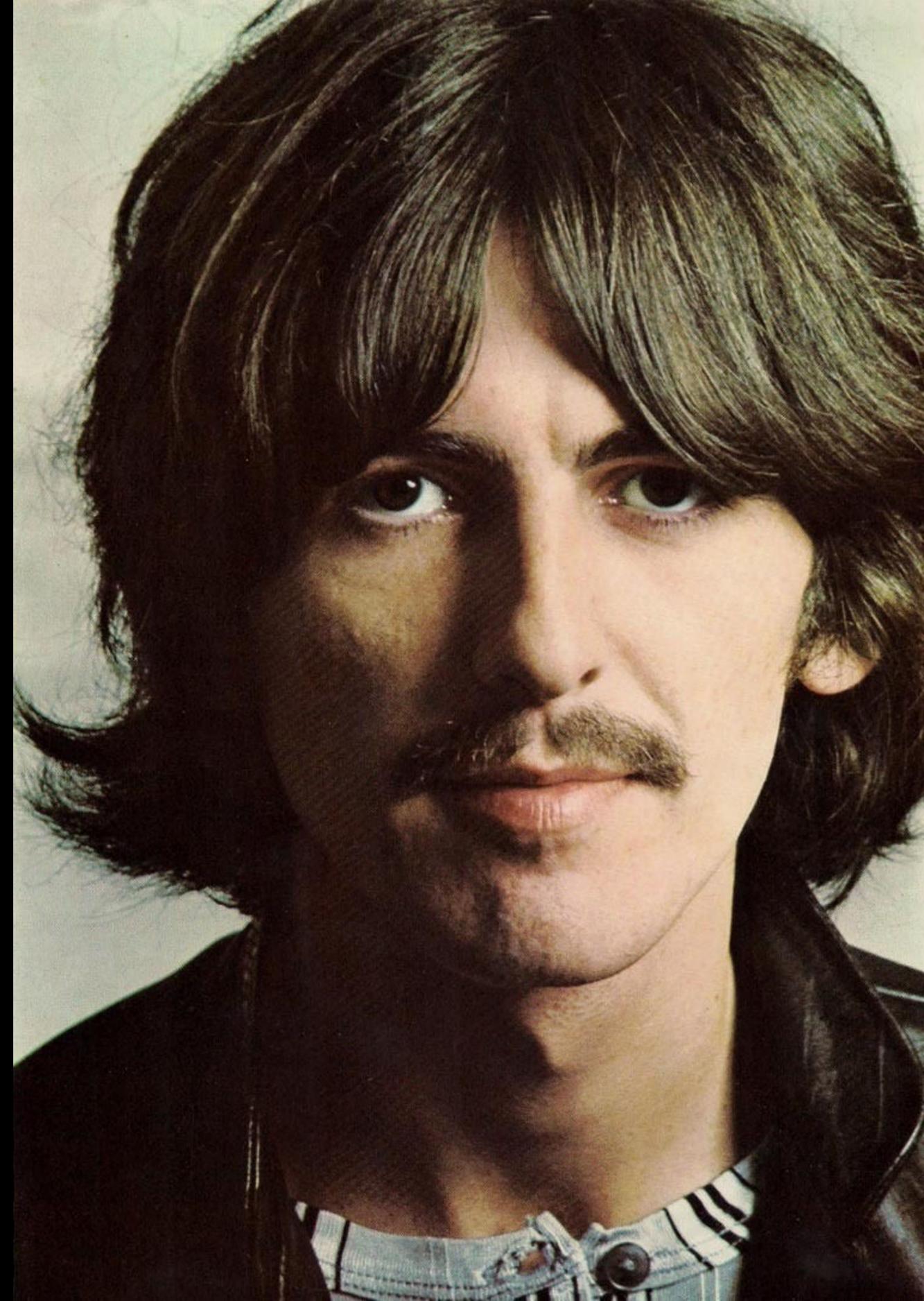


January

1976

George Harrison offers Bright
Tunes \$148,000

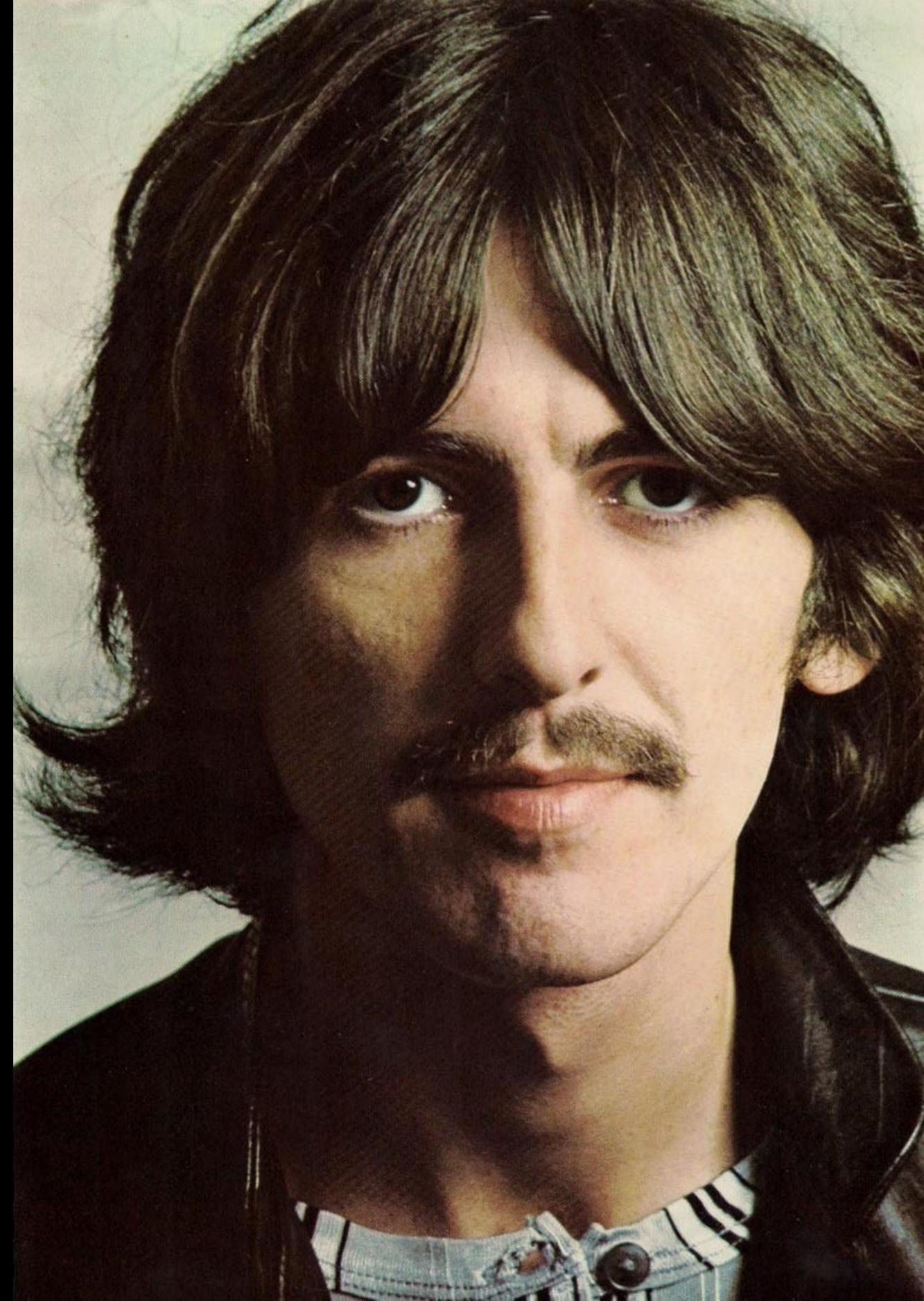
Bright Tunes refuses



February 23–25

1976

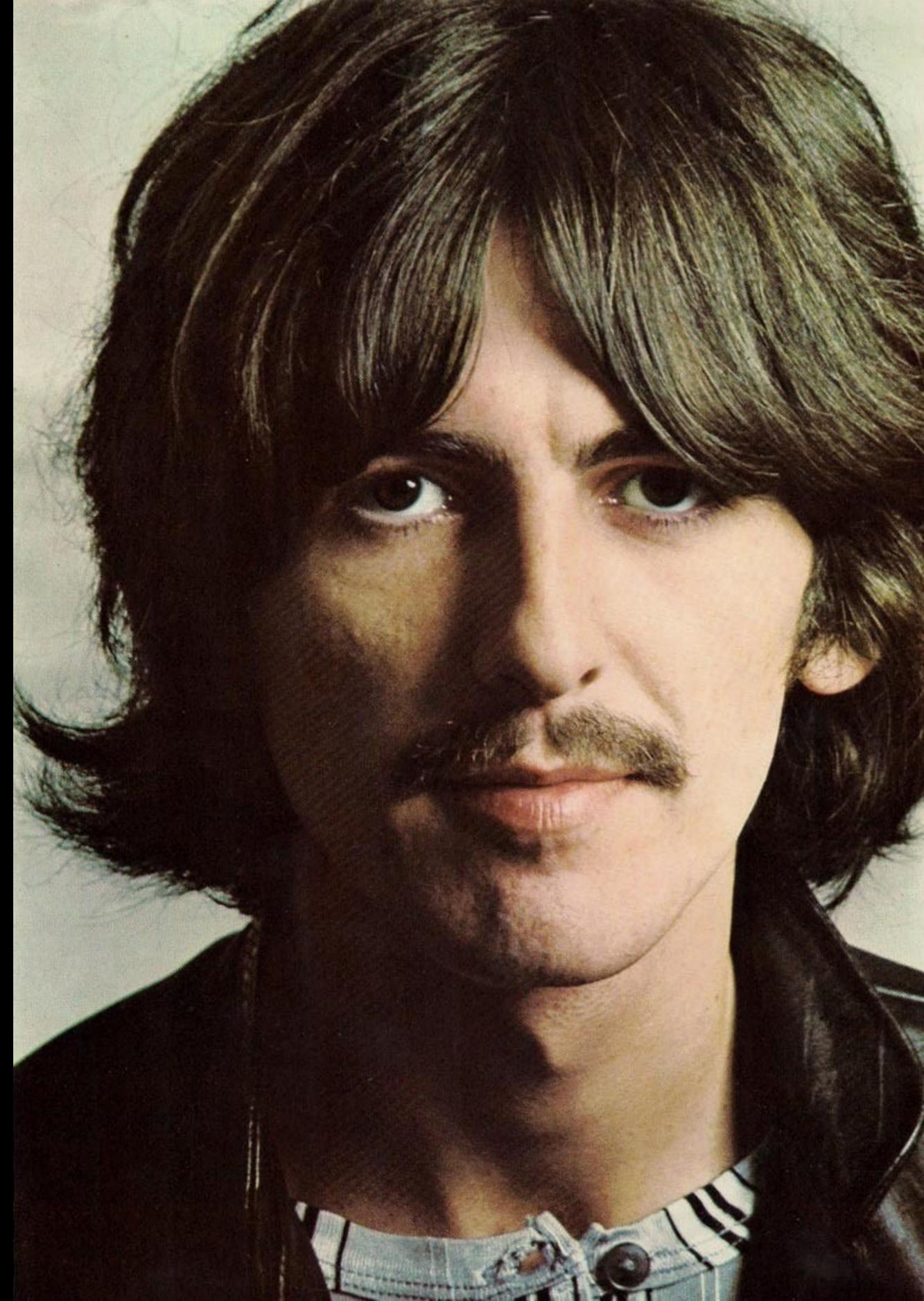
Bright Tunes Music Corp. v
Harrisons Music Ltd. trial is held



August 31

1976

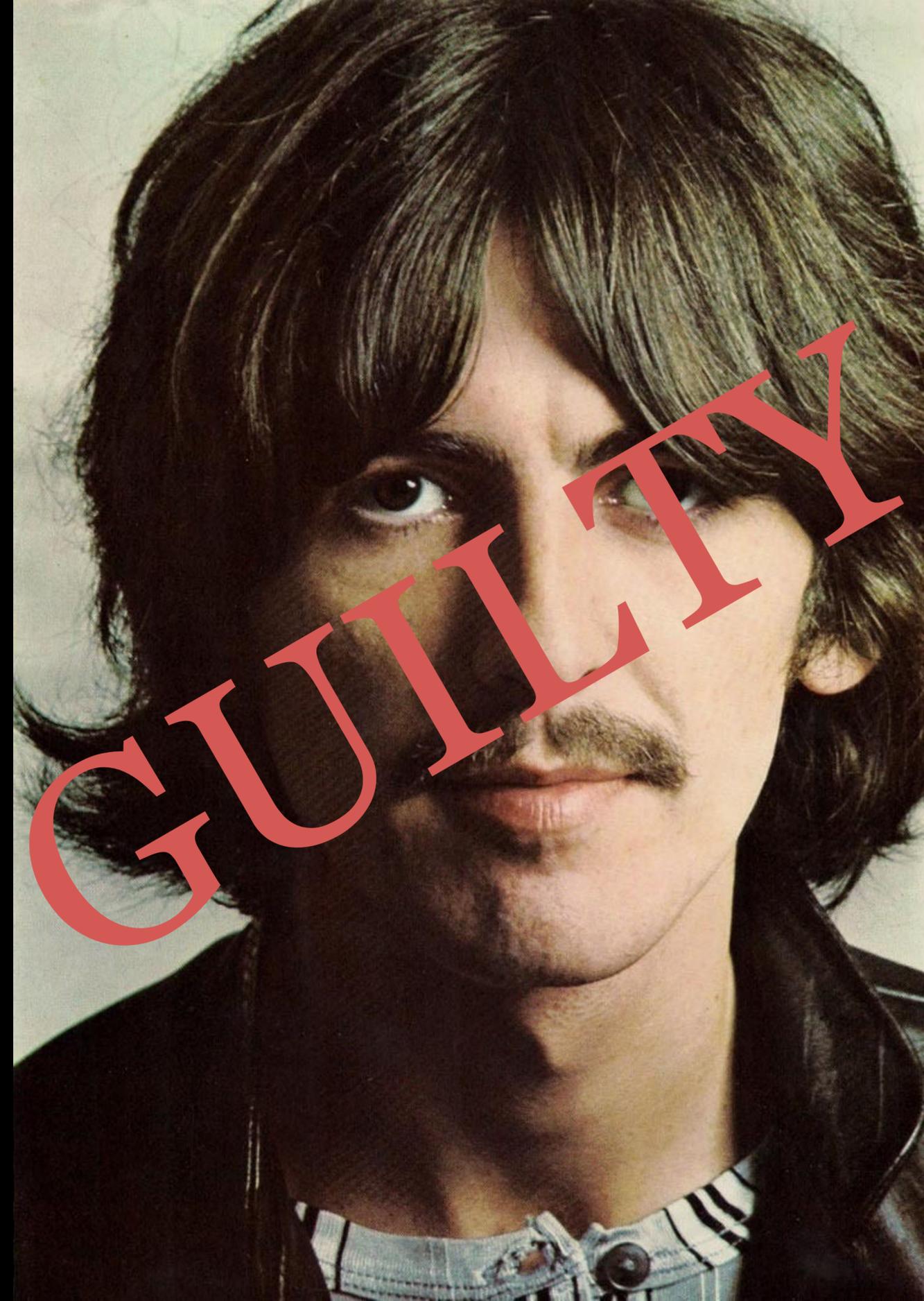
Judge in Bright Tunes Music Corp.
v Harrisongs Music Ltd. issues his
ruling



August 31

1976

Judge in Bright Tunes Music Corp.
v Harrisongs Music Ltd. issues his
ruling



August 31

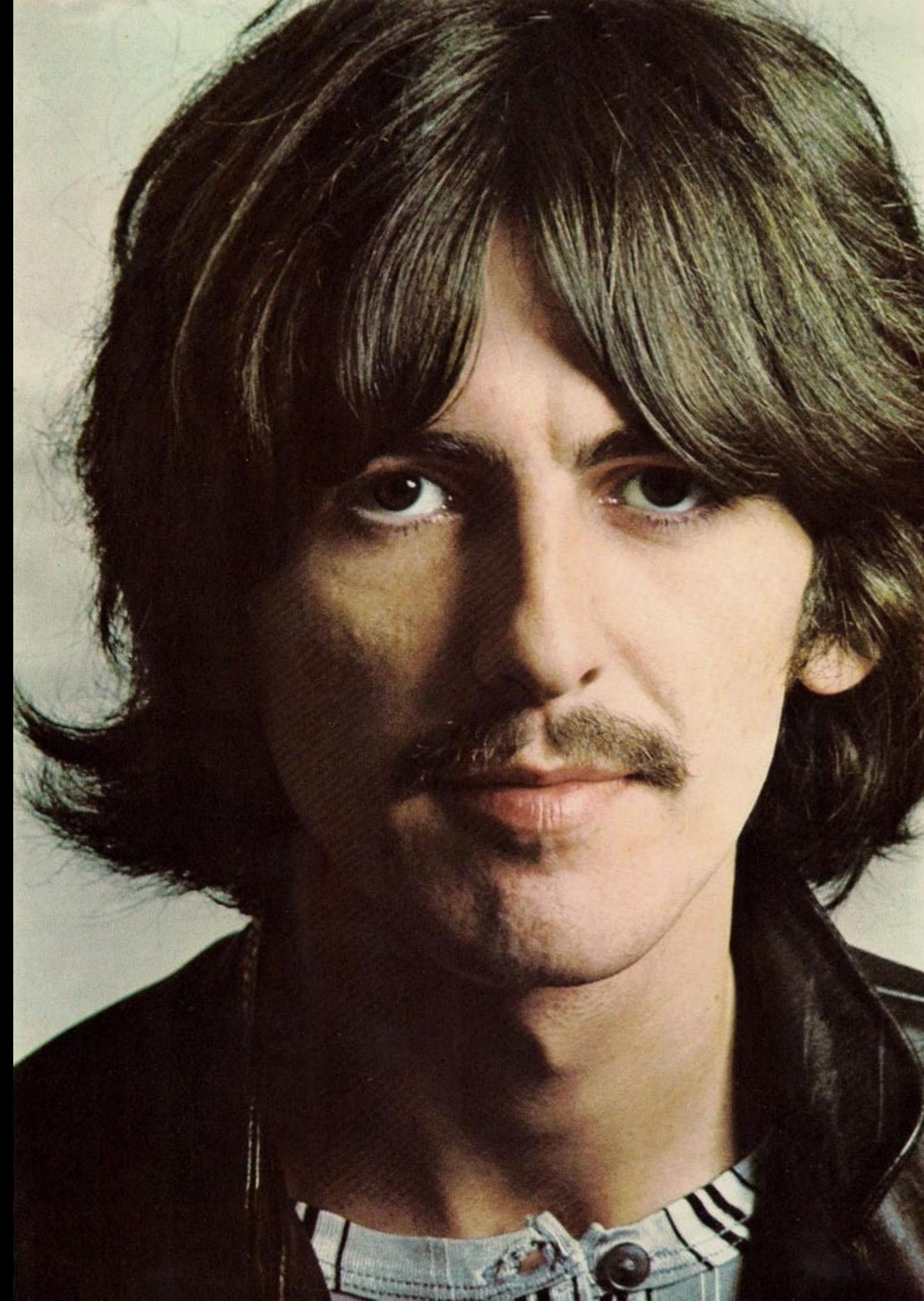
1976

“Action was brought claiming that song My Sweet Lord was plagiarized from He’s So Fine. The District Court, ... held that inasmuch as My Sweet Lord is the same song as He’s So Fine with different words, and composer of My Sweet Lord had access to He’s So Fine, copyright was infringed even though *subconsciously accomplished*.”

November

1976

Damages portion of trial scheduled
to take place

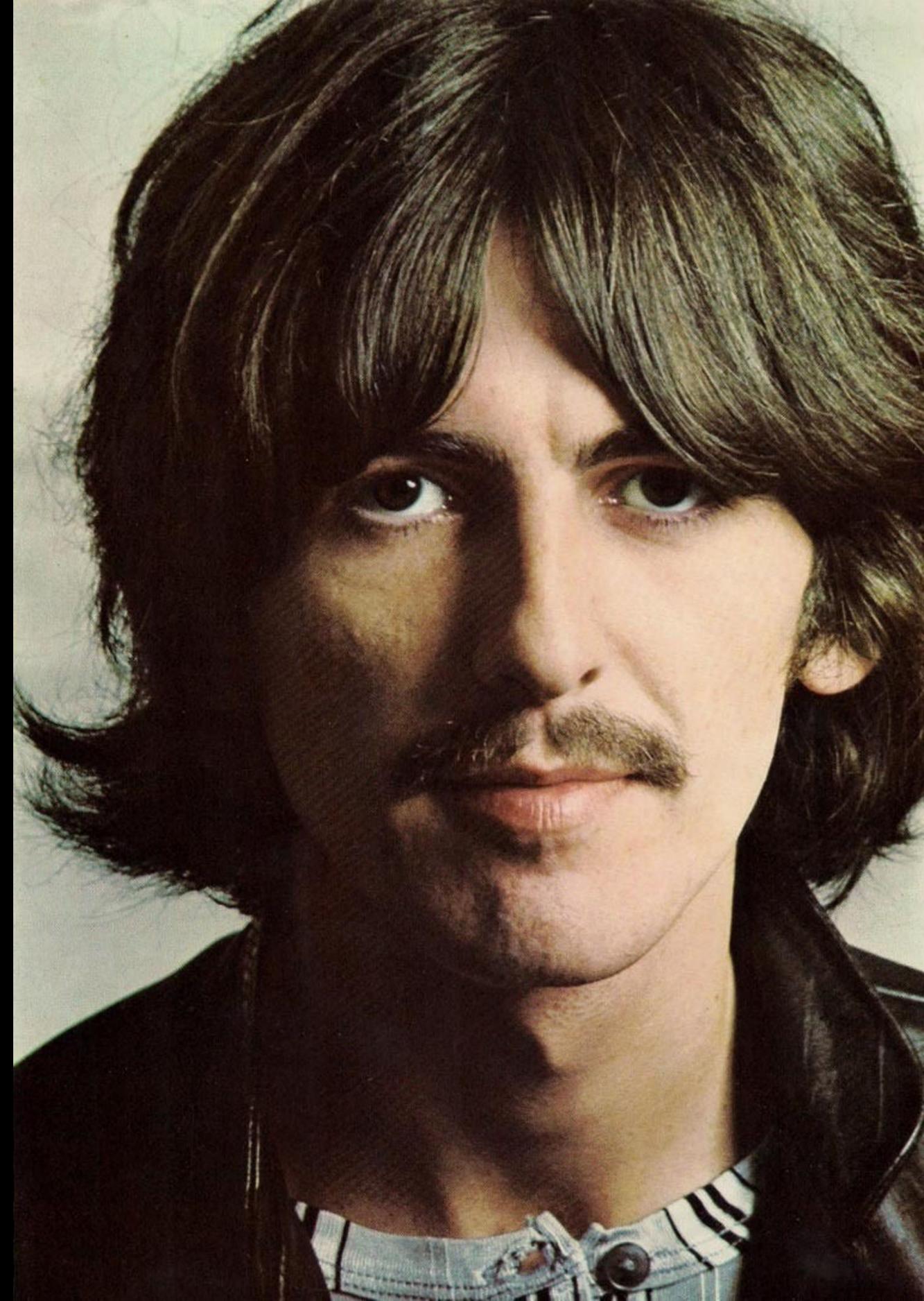


February

1981

Damages portion of trial finally
takes place

Why the 5-year delay?



April 13

1978

April 13

1978

ABKCO purchased worldwide
copyrights to “He’s So Fine”
from Bright Tunes Music for
\$587,000

April 13

1978

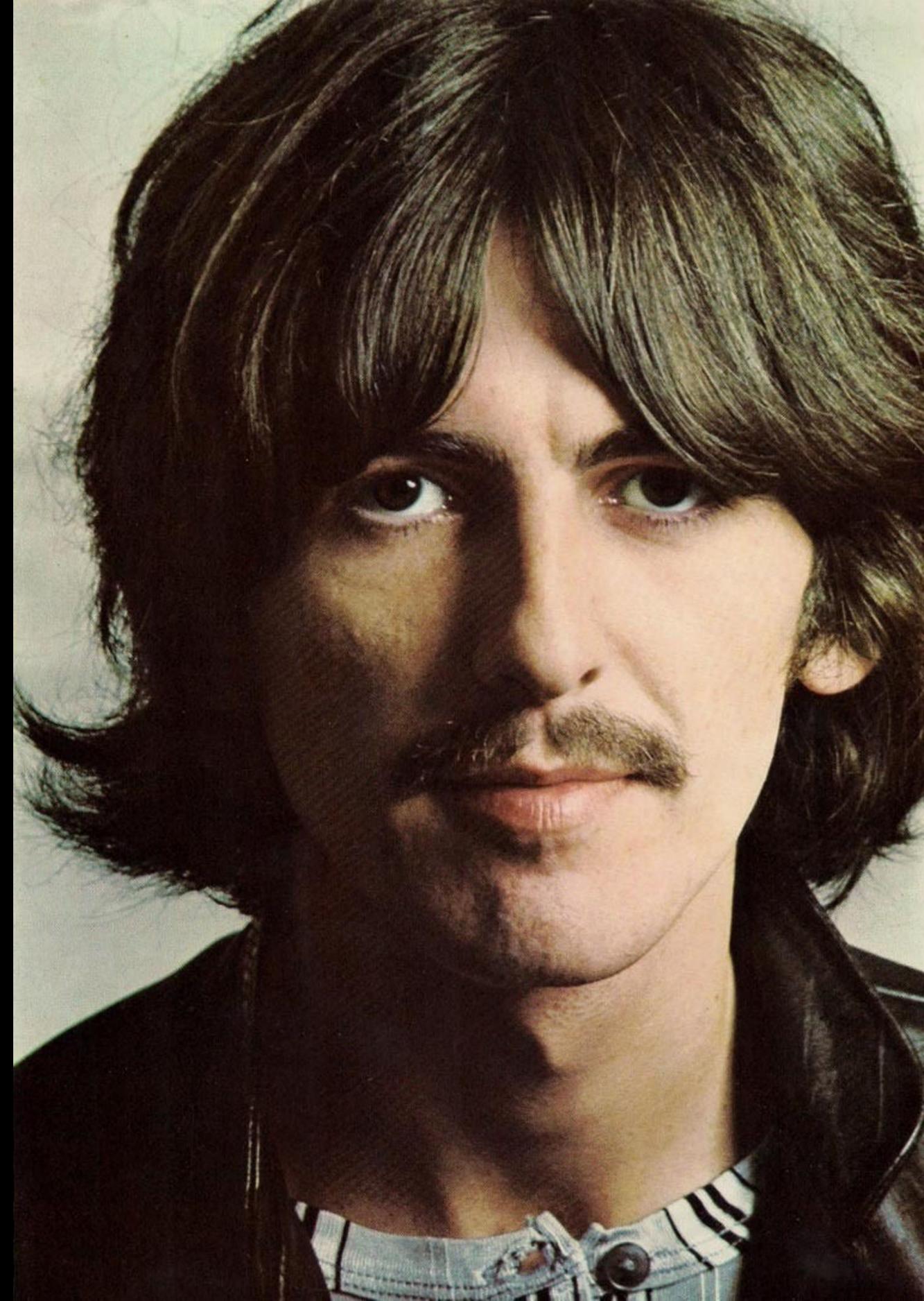
ABKCO purchased worldwide
copyrights to “He’s So Fine”
from Bright Tunes Music for
\$587,000



February 19

1981

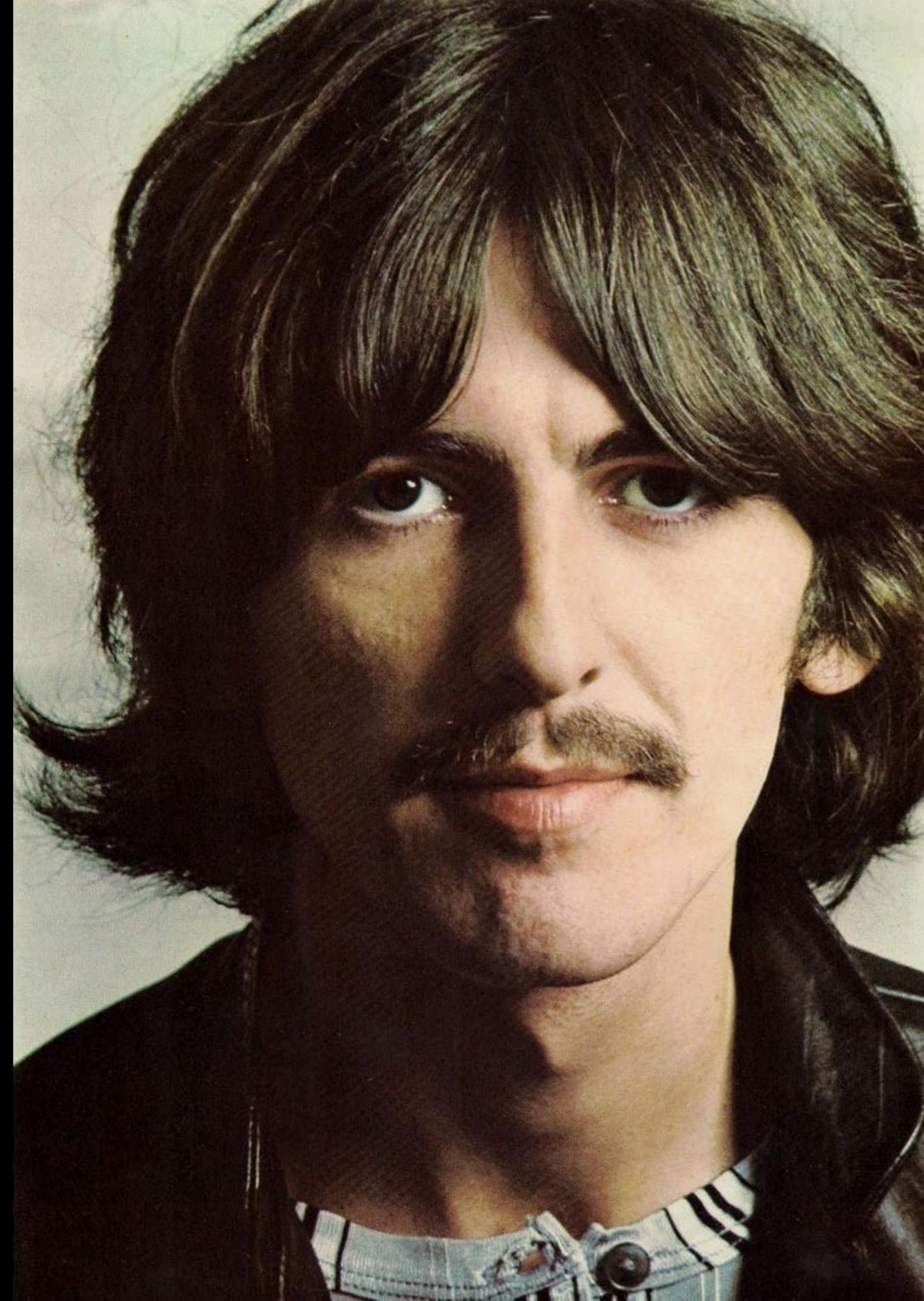
Judge rules that (a) Klein was in breach of fiduciary duty (b) Harrison must pay ABKCO \$587,000 & also receive the rights to “He’s So Fine”



March

1998

Finally settled!



Mash-Ups



Snoopy + OutKast



Snoopy + OutKast



The Shining



The Shining



Mrs. Doubtfire



Mrs. Doubtfire



Art

December 29, 2002

Valerian releases Peanuts tarot deck & pleads “Don’t sue me”



December 29, 2002

Valerian releases Peanuts tarot deck & pleads “Don’t sue me”



December 29, 2002

Valerian releases Peanuts tarot deck & pleads “Don’t sue me”

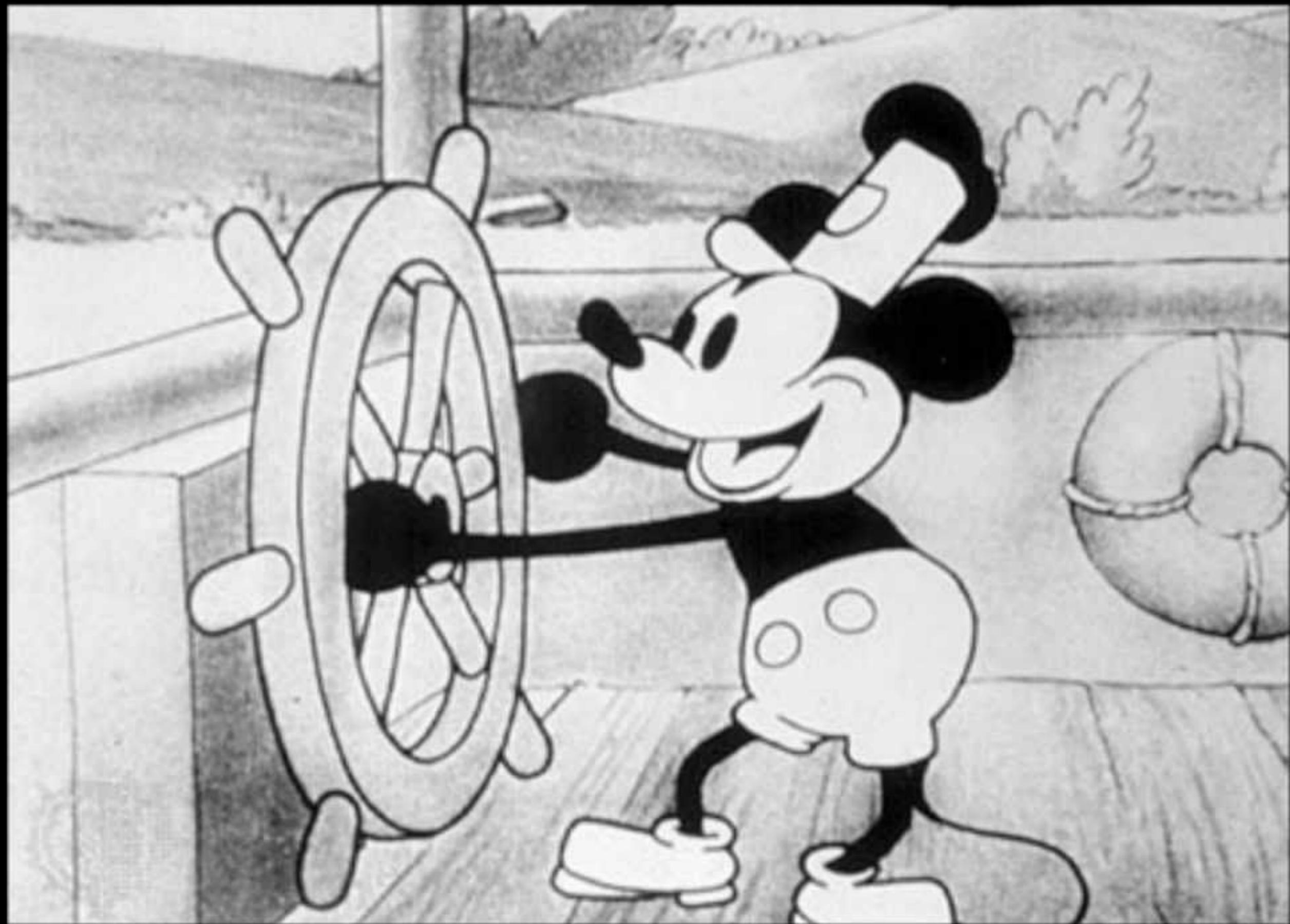
By August 2003, Valerian’s site read: “owners of the copyrights of those cartoon characters asked me to take them down, and I did so.”



QUEEN of WANDS.

Disney

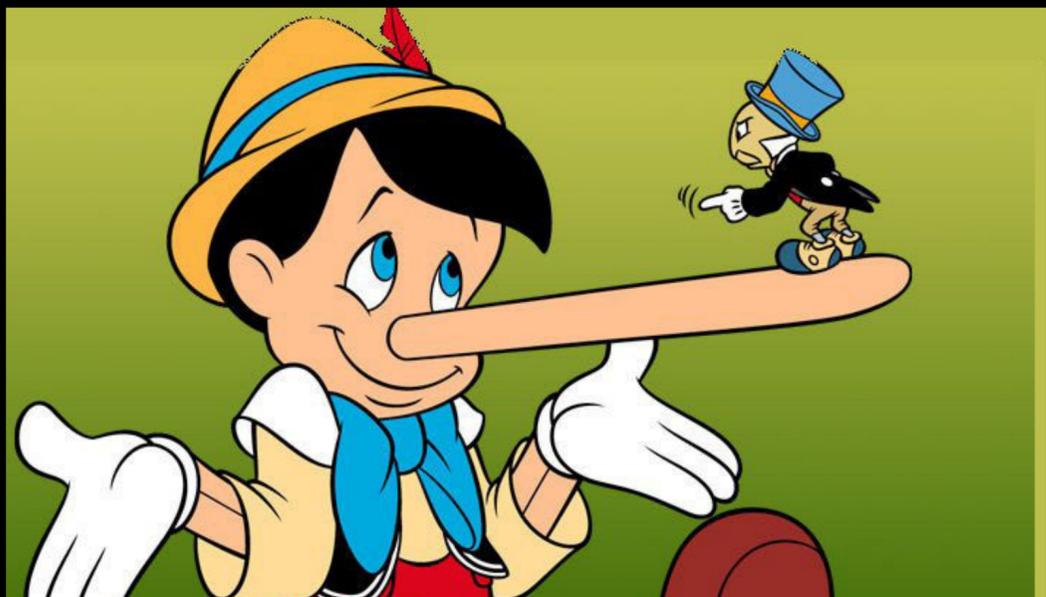




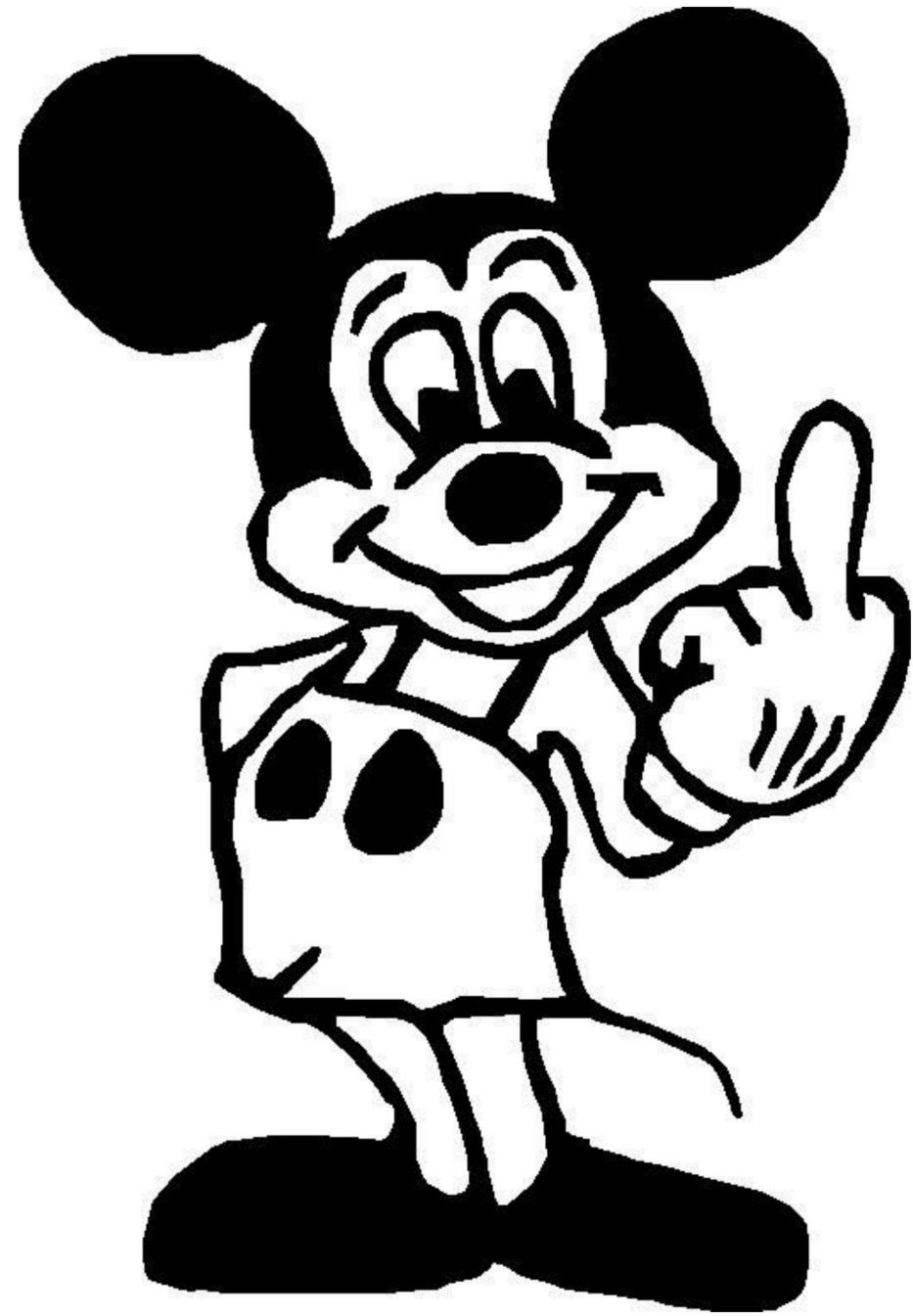
Quiz!

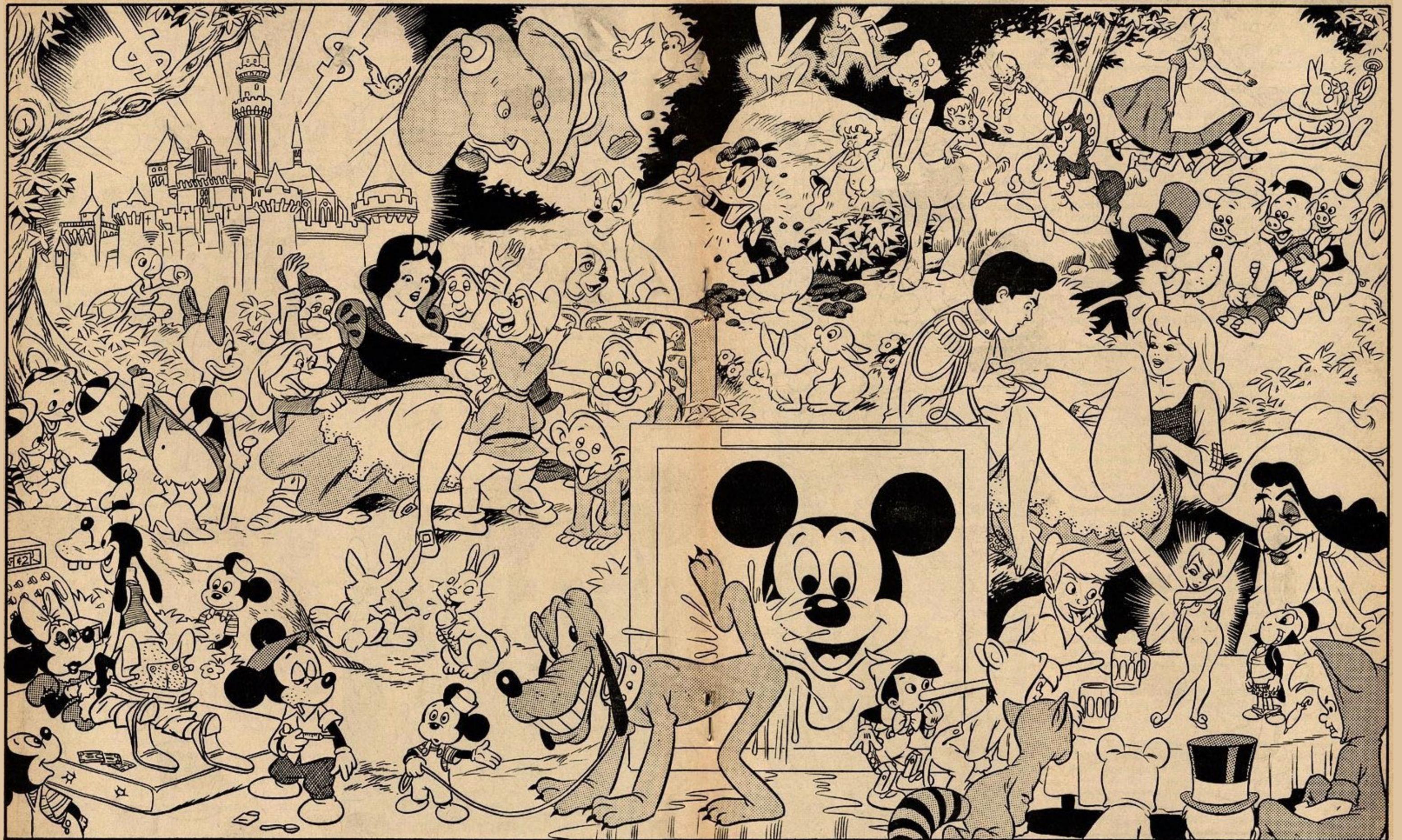














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• A PORN PARODY •



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\$1,027,044,677

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ALSO STARRING RIHANNA RIMES JENNIFER DARK DANNY WYLDE MARCUS LONDON KYLE STONE DERRICK PIERCE RYAN DRILLER KRIS SLATER TOMMY PISTOL AND CHI CHI LaRUE AS C3PO
FEATURING BRIAN STREET TEAM PETER O'TOOL KYLIE IRELAND LIZZY LONDON RYAN MCLANE RYLIE RICHMAN LILY CADE KRIS KELVIN AND BRYN PRYOR AS GRAND MOFF TARKIN
PRODUCTION DESIGNER K.L. EVANS COSTUME DESIGNER JEANNE JACKSON MAKE-UP 2-PLY DIRECTOR OF PHOTOGRAPHY NIC DANGER GAFFER W.S. PLUMBER SOUND SETH CARDIGAN VIDEOGRAPHY ELI CROSS AND AXEL BRAUN POST PRODUCTION VISUAL EFFECTS LEVEL 5 POST
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#5 at the box office

\$1,215,439,994





#4 at the box office

\$1,341,511,219

#3 at the box office

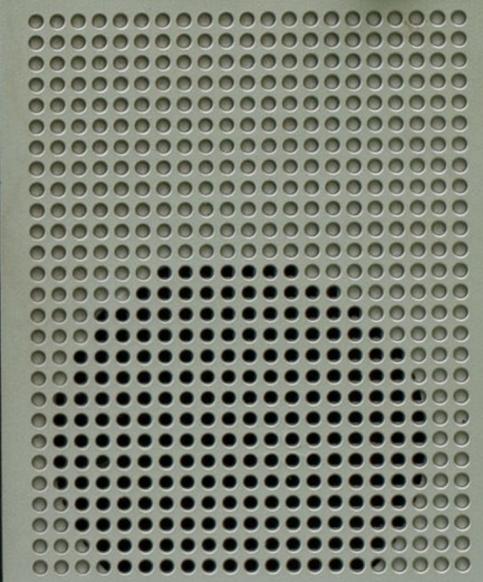
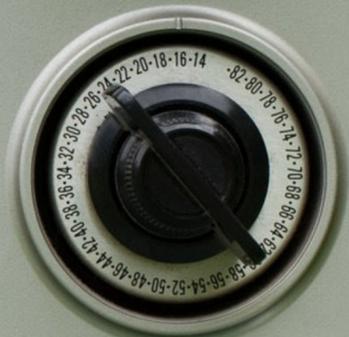
\$1,518,594,910





#1 at the box office

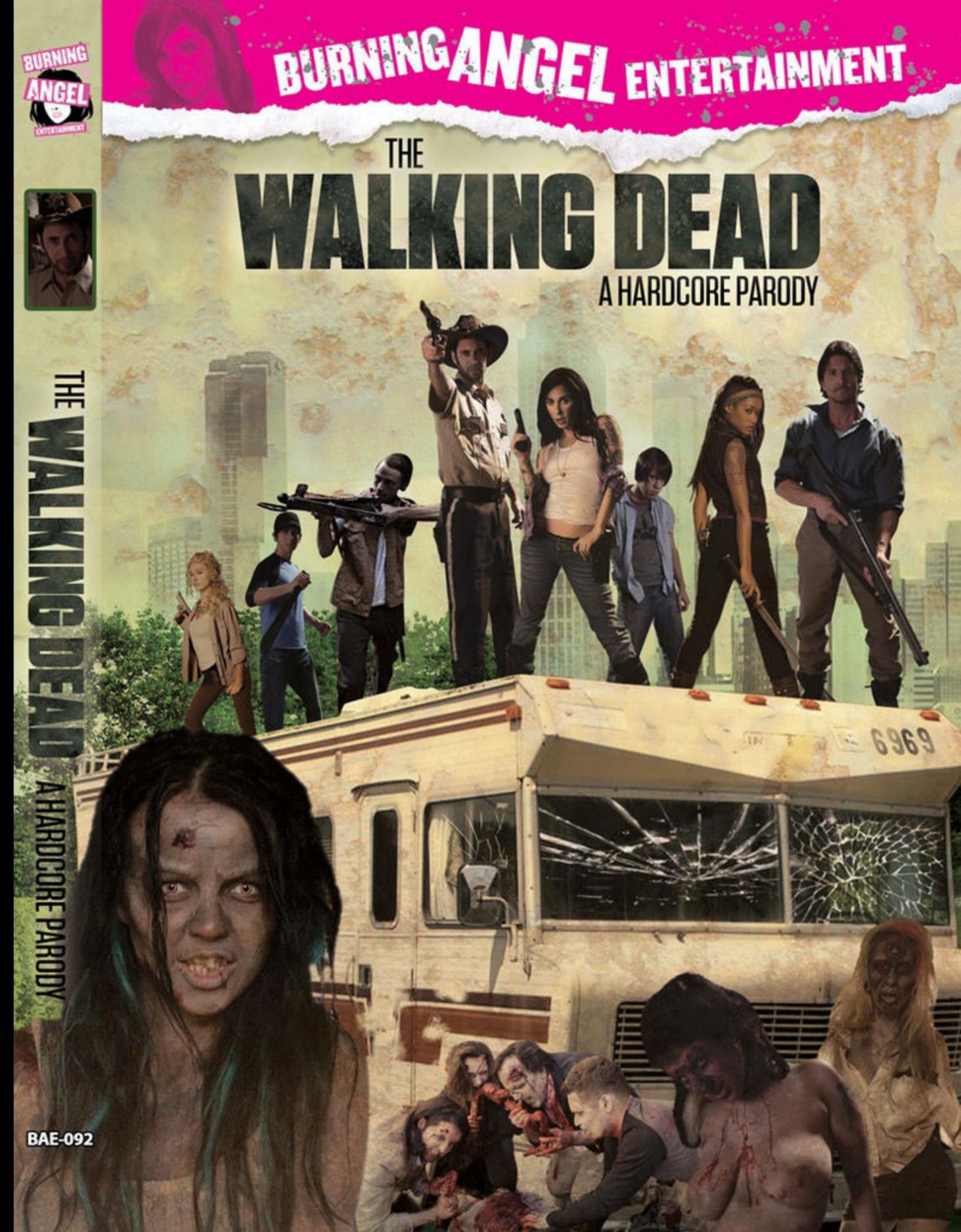
\$2,782,275,172



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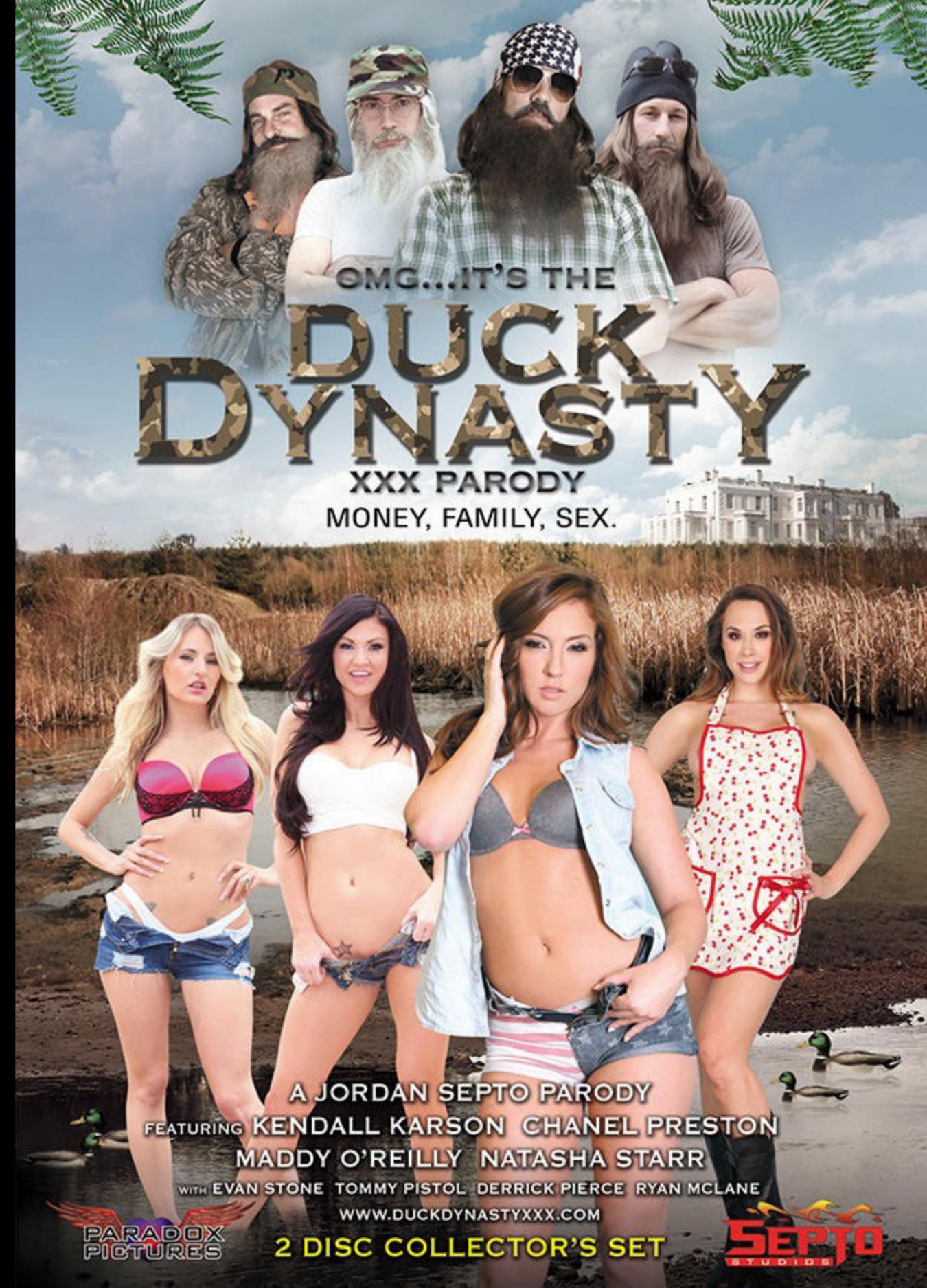
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Mickey Mouse in Vietnam, 1968

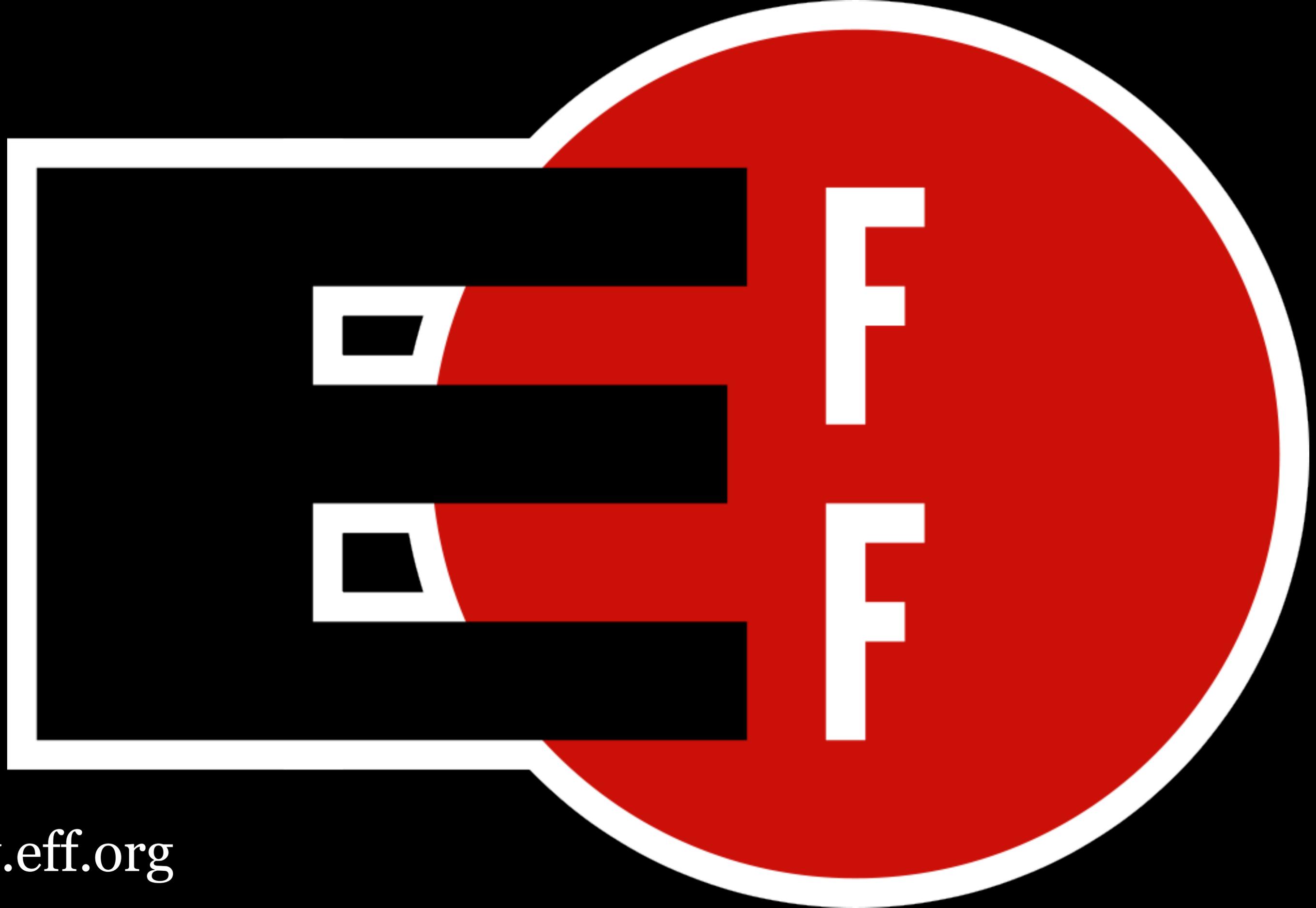
Mickey Mouse in Vietnam, 1968

Neo-Mickey

What To Do?

Know the Law





www.eff.org

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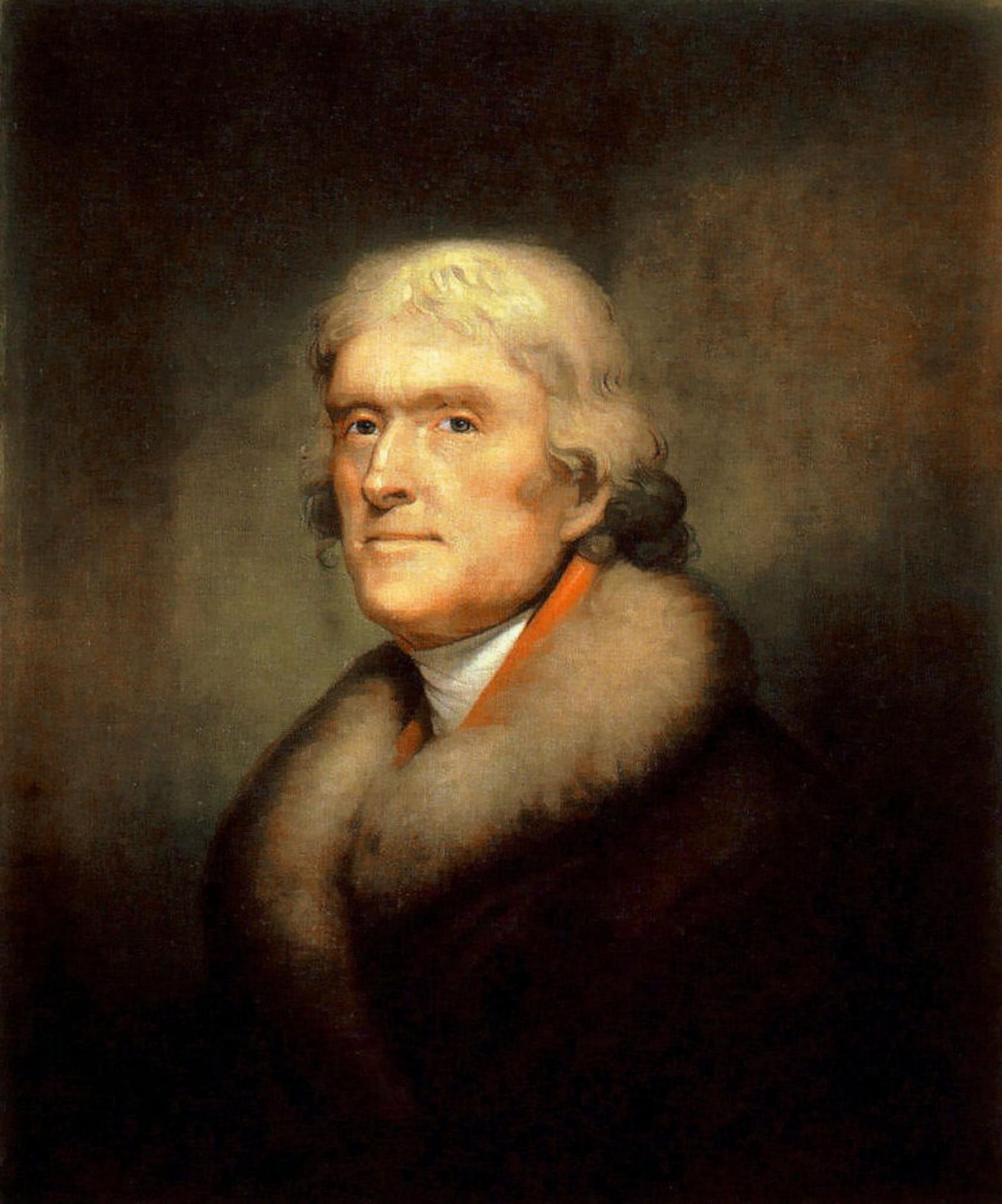
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wiki.creativecommons.org/Content_Directories



Thomas Jefferson
August 13, 1813

“He who receives an idea from me, receives instruction himself without lessening mine; as he who lights his taper at mine, receives light without darkening me.”

Thank you!

scott@granneman.com

www.granneman.com

ChainsawOnATireSwing.com

[@scottgranneman](https://www.instagram.com/scottgranneman)

denise@deniseliberman.com

advancementproject.com

So-Called Intellectual Property

Overviews & Opinions

R. Scott Granneman & Denise Lieberman

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Changelog

2017-04-12 1.4: Added John Oliver video on patent trolls; reordered Trolls & Stupid Patents; added Washington (trademark) & Grant (copyright) to quiz; asked why Coke doesn't sue;

2016-07-13 1.3: Added a whole section re: trademark distinctiveness

2015-05-16 1.2: Added Looney Tunes & Tarzan to sound trademarks

2014-06-16 1.1: Moved old presentation over to new format

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