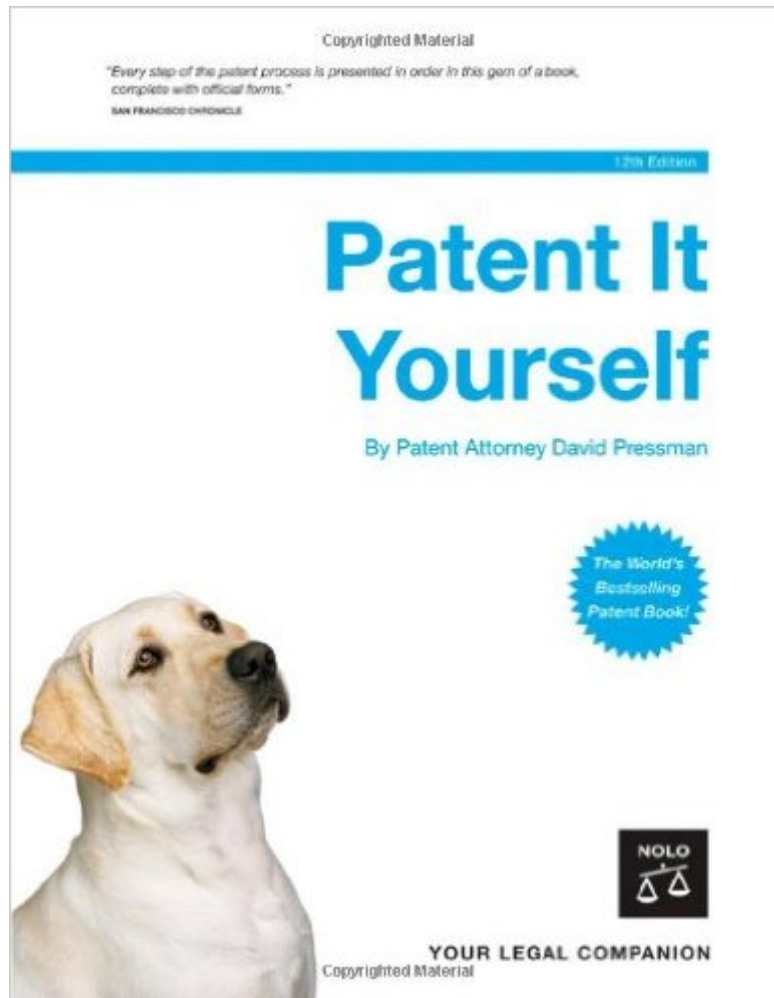


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# Patent It Yourself, 12th Edition



## Synopsis

The world's bestselling guide to patenting your creation! Have a world-class idea? Ready to protect your invention from copycats? Then turn to the best resource available -- Patent It Yourself.

Attorney David Pressman takes you through the entire patent process, providing scrupulously updated information and clear instructions to help you:

- determine if you can patent your invention
- understand patent law
- evaluate the commercial potential of your idea
- perform your own patent search
- file a provisional patent application
- prepare a formal patent application
- respond to patent examiners
- amend an application
- enforce and maintain your patent
- market and license your invention
- and much more

Thoroughly updated, the 12th edition provides the latest U.S. Patent and Trademark Office rules and forms. It also covers how to file a patent electronically with the USPTO, and how to write your patent application in a manner that doesn't "limit" your patent. Whether you're new at the inventing game or a grizzled veteran, Patent It Yourself will save you grief, time and money.

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## Customer Reviews

I have used Pressman's Patent It Yourself since the late 80s to file and process 18 patents, and have saved myself and my business partner (a lot of money) in legal fees. I can't recommend this book highly enough. Pressman is not just knowledgeable, he is a master teacher, imparting information with consummate pedagogic skill. He makes learning of complex legal issues as easy as one can imagine. His prose is often humorous and entertaining as well. One recommendation: If you use this book to write your first patent filing, let a patent lawyer review the filing before you submit.

This shouldn't cost you more than an hour or two in attorney fees and from my experience can enhance your submission and improve its chances for allowance significantly. I did this for my first several submissions and learned something each time. Eventually there was little the attorney could offer, and I then ceased the practice. Wish I could give 6 stars for this remarkable book.

If you're contemplating a patent, this book is a treasure. It is thorough and well-organized, a wealth of relevant material articulately presented by a writer who obviously knows his stuff. Patent attorney David Pressman guides you step by step through the process -- conceiving your idea, adequately documenting your invention, successfully writing and obtaining your patent, avoiding legal pitfalls, and profitably marketing your intellectual property. At each step along the way Pressman presents insiders' information without which you could easily trip and fall. And at each step he offers practical "laundry lists" of issues to consider, facilitating a level of thoroughness that would be hard to achieve without them. It's easy to recommend this valuable work, both to inventors who want to seek a patent on their own and to others who just want a comprehensive overview of the law, the issues, and the process.

If you have a great idea, but don't know what to do with it, "Patent It Yourself" by David Pressman is here to help. This book is a true blessing to both novice and seasoned inventors alike. Its organized format and light-hearted illustrations make this a truly enjoyable read. Packed to the gills with information, "Patent It Yourself" will answer virtually any question an aspiring inventor may ask. It covers everything from avoiding invention marketing companies to patent searching, from drafting a patent application to licensing your creation. The author is a practicing patent attorney registered with the U.S. Patent and Trademark Office, a former patent examiner, as well as an inventor himself with his own patents. His experience definitely shines through in each page of this work. As an inventor myself, I have truly put this book to the test. With the aid of "Patent It Yourself", I have taken two ideas from images in my head, to patented, finished products that are supplementing my income. This book has saved me thousands of dollars in legal fees and has also saved me from many a headache. I would definitely recommend "Patent It Yourself" to anyone interested in turning an idea into profit. Christine Hanisco - Lansdale, PA

I ordered this book to educate myself on the process of obtaining a patent. I don't plan on writing my own application--I believe pretty strongly that, even with a good book of this sort, self-filing is a very bad idea. I know from some work that I have done that patents are regularly thrown out in court

because of technical defects in their language. I am personally familiar with a case in which a major patent was overturned because it misused insurance industry jargon. But if that's not enough to make your hair stand on end, consider this: Who is going to license or buy a do-it-yourself patent? Probably not Microsoft, GE or Ford. So why am I buying this book? I suspect that the second major cause of patent failures is the inventor who turns the process over to a lawyer and isn't involved. I want to know the process so that I can be a more intelligent, actively involved client. I rely on my patent lawyer for his legal expertise, and he relies on me for my subject matter expertise. The better I understand the process, the easier it is for him to communicate with me. 'Patent It Yourself' is a good text to use for that purpose, even though it is aimed at do-it-yourselfers. If I know the process well enough that I could do it myself, then I know enough to work with an expert in the field, and to respect his or her expertise.

I'm a patent attorney, and I've kept this book near my desk for years. I recommend it often to clients. Even if they really don't want to file their own patent applications, the book helps them to better understand patent applications. After reading a few chapters, they're often able to make well-informed decisions about their patent matters. And many patent attorneys can benefit from reading parts of the book, such as the chapter on marketing inventions.

First, I unquestionably recommend this book as a must read for anyone even thinking about getting a patent. Second, I recommend that you don't do what the title says. Use this book as a guide to do as much of the work as possible before you go to a professional. That will save you a lot of time, and this is lawyer time at a bunch of dollars an hour. You're going to have to be the one producing much of this paperwork anyway, but if you can present it to the professional at the beginning it will save him having to educate you. Read the book carefully. For instance the first thing that the patent office will send you after you file the applications (in a year or two -- yes, a year or two) is the "first Office Action" or "OA." It will turn down your application. It seems that the PTO rejects the first application on general principles just to see if you're serious about applying for a patent. I don't expect this is a written rule, but it's the real rule. This book says it slightly differently, "rarely will an application be allowed in the first OA." I think "Damn Rarely" would be better wording, like the last time was in 1906. That's probably not true, but close. You can probably use this book to get a patent. But if that patent ever went to court, it had better be worded exactly as the court wants it or you can find it thrown out.

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