



INTELLECTUAL PROPERTY

Gina Bibby

Donna Chamberlin

Irene Lee





Donna M. Chamberlin

- Chemical Engineer
- Patent Attorney

Irene Y. Lee

- Biochemistry
- IP Attorney
- Top 250 Women in IP
- Women of Influence

Gina Bibby

- Computer Software Engineer
- Patent Attorney
- Fashion & Technology
- Women of Influence

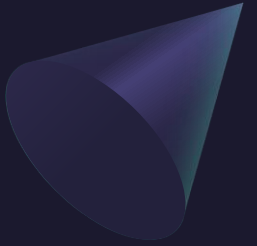
Introduction

Intellectual Property Panel

What Is IP?

Irene Lee – Teaching & Working in IP

Intellectual Property



TRADEMARK

PATENT

COPYRIGHT

TRADE SECRET

United States of America
United States Patent and Trademark Office

HONEST

Reg. No. 4,506,745
Registered Apr. 1, 2014
Int. Cl.: 4


TRADEMARK
PRINCIPAL REGISTER

THE HONEST COMPANY (DELAWARE CORPORATION)
2700 PENNSYLVANIA AVE., SUITE 1200
SANTA MONICA, CA 90404

FOR: CANDLES, IN CLASS 4 (U.S. CLS. 1, 6 AND 15).
FIRST USE 12-16-2011; IN COMMERCE 12-10-2013.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 3,444,412 AND 3,492,375.
SN 85-777,809, FILED 11-13-2012.
INGA ERVIN, EXAMINING ATTORNEY



Michelle K. Lee
Deputy Director of the United States
Patent and Trademark Office

US010505726B1

(12) **United States Patent**
Andon et al.

(10) **Patent No.:** US 10,505,726 B1
(45) **Date of Patent:** Dec. 10, 2019

(54) **SYSTEM AND METHOD FOR PROVIDING CRYPTOGRAPHICALLY SECURED DIGITAL ASSETS**

(71) Applicant: **NIKE, Inc.**, Beaverton, OR (US)

(72) Inventors: **Christopher Andon**, Portland, OR (US); **Matthew Davis**, Portland, OR (US); **Hien Tommy Pham**, Beaverton, OR (US); **Jeremy Schroeder**, Tigard, OR (US)

(73) Assignee: **NIKE, Inc.**, Beaverton, OR (US)

(*) 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.: 16/423,671

(22) Filed: **May 28, 2019**

Related U.S. Application Data

(60) Provisional application No. 62/776,699, filed on Dec. 7, 2018.

(51) **Int. Cl.**
H04L 9/08 (2006.01)
H04L 9/06 (2006.01)
(Continued)

(52) **U.S. CL.**
CPC: **H04L 9/0866** (2013.01); **G06F 7/588** (2013.01); **G06F 16/2457** (2019.01);
(Continued)

(58) **Field of Classification Search**
CPC: H04L 9/0866; H04L 9/0643; H04L 2209/38; G06F 16/284; G06F 7/588; G06F 16/2457; G06Q 10/0875
See application file for complete search history.

(40) **Patent No.:** US 10,505,726 B1
(45) **Date of Patent:** Dec. 10, 2019

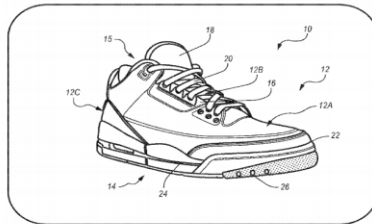
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10,238,958 B2 3/2019 Inagaki
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(Continued)

Primary Examiner — Mohammed Walullah
(74) **Attorney, Agent, or Firm** — Quinn IP Law
(57)

ABSTRACT
Presented are cryptographic digital assets for articles of footwear, methods for making/using such cryptographic digital assets, and decentralized computing systems with blockchain control logic for mining, intermingling, and exchanging blockchain-enabled digital shoes. A method of generating cryptographic digital assets for footwear includes a middleware server computer receiving, over a distributed computing network from a remote computing node, confirmation of a validated transfer of footwear from one party to another. The middleware server computer determines, from an encrypted relational database, a unique owner ID code of the transferee party, and generates a cryptographic digital asset for the footwear. This cryptographic digital asset includes a digital shoe and a unique digital shoe ID code. The middleware server computer links the cryptographic digital asset with the unique owner ID code, and records the unique digital shoe ID code and the unique owner ID code on a transaction block with a distributed blockchain ledger.

25 Claims, 10 Drawing Sheets



Certificate of Registration

This Certificate issued under the seal of the Copyright Office in accordance with title 17, United States Code, attests that registration has been made for the work identified below. The information on this certificate has been made a part of the Copyright Office records.

Registration Number
VA 1-817-861

Effective date of registration:
November 16, 2011

Maria A. Pallante
Register of Copyrights, United States of America

Title
Title of Work: frostyartwork.com

Completion/Publication
Year of Completion: 2010
Date of 1st Publication: October 1, 2011
Nation of 1st Publication: United States

Author
Author: Gaylen F Rankin, dba Frosty Rankin
Author Created: 2-dimensional artwork, Reproductions of Work of Art
Citizen of: United States
Domiciled in: United States
Year Born: 1950

Copyright claimant
Copyright Claimant: Gaylen F Rankin, dba Frosty Rankin
PO Box 137, 307 Main street, Millersburg, Kentucky, 40348, United States

Rights and Permissions
Organization Name: Frosty Rankin Studio Gallery
Name: Gaylen F Rankin
Email: forfrosty@qx.net
Address: 307 Main St.
PO Box 137
Millersburg, KY 40348 United States
Telephone: 859-484-9545

Certification
Name: Gaylen Frosty Rankin
Date: November 11, 2011

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STEM = Empowerment

How Does it Impact You?
Careers in IP



PATENTS



TRADEMARKS



Copyrights



Trade
Secrets

Brands

Any word, name, symbol, design, color, or sound that identifies the source of a product or service

RUSS AUGUST & KABAT

SAMSUNG

Disney



NONGSHIM

amazon



Hello Kitty



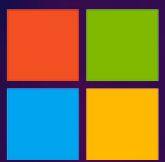
LG



NETFLIX



NBC



Microsoft

Sound



U.S. Reg. No. 2315261

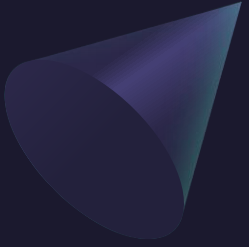


U.S. Reg. No. 916522



Trade Dress

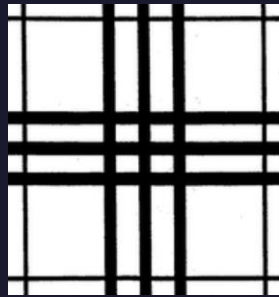
Protects the “design and appearance of the product,”
But only if the design carries “secondary meaning.”



U.S. Reg. No. 3361597

Trade Dress

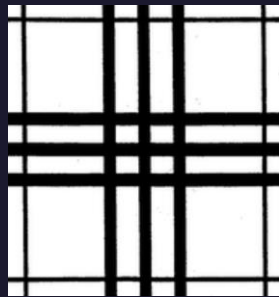
Protects the “design and appearance of the product,”
But only if the design carries “secondary meaning.”



U.S. Reg. No. 3361597 U.S. Reg. No. 2612272

Trade Dress

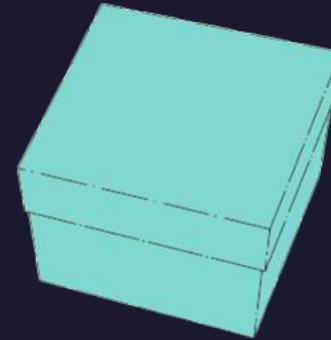
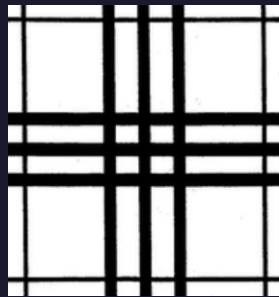
Protects the “design and appearance of the product,”
But only if the design carries “secondary meaning.”



U.S. Reg. No. 3361597 U.S. Reg. No. 2612272 U.S. Reg. No. 1057884

Trade Dress

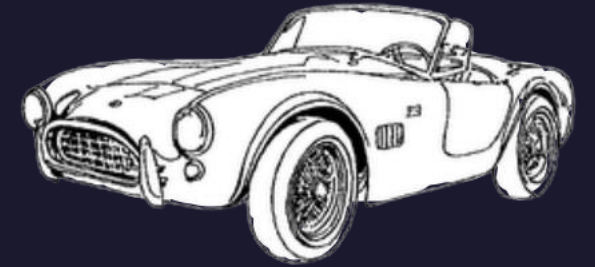
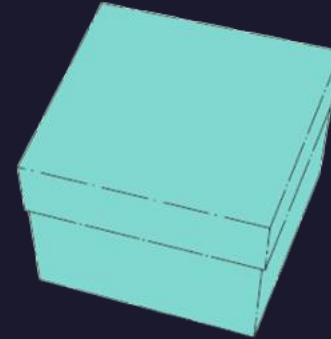
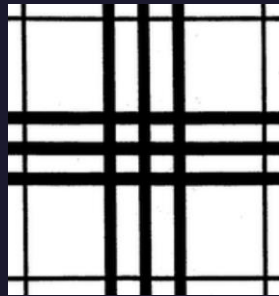
Protects the “design and appearance of the product,”
But only if the design carries “secondary meaning.”



U.S. Reg. No. 3361597 U.S. Reg. No. 2612272 U.S. Reg. No. 1057884 U.S. Reg. No. 2359351

Trade Dress

Protects the “design and appearance of the product,”
But only if the design carries “secondary meaning.”



U.S. Reg. No. 3361597

U.S. Reg. No. 2612272

U.S. Reg. No. 1057884

U.S. Reg. No. 2359351


U.S. Reg. No. 3490853

Copyright

▼ Law & Policy ▼ Registration ▼ Recordation ▼ Licensing

Home / What is Copyright?

What is Copyright?



Copyright is a type of intellectual property that protects **original works of authorship** as soon as an author **fixes** the work in a **tangible form of expression**. In copyright law, there are a lot of different types of works, including paintings, photographs, illustrations, musical compositions, sound recordings, computer programs, books, poems, blog posts, movies, architectural works, plays, and so much more!

Copyright is originality and fixation

Original Works

Works are original when they are independently created by a human author and have a minimal degree of creativity. Independent creation simply means that you create it yourself, without copying. The Supreme Court has said that, to be creative, a work must have a “spark” and “modicum” of creativity. There are some things, however, that are not creative, like: titles, names, short phrases, and slogans; familiar symbols or designs; mere variations of typographic ornamentation, lettering, or coloring; and mere listings of ingredients or contents. And always keep in mind that copyright protects expression, and never ideas, procedures, methods, systems, processes, concepts, principles, or discoveries.

Fixed Works

A work is fixed when it is captured (either by or under the authority of an author) in a sufficiently permanent medium such that the work can be perceived, reproduced, or communicated for more

Copyright is a form of protection granted for **original** works of authorship fixed in a **tangible** medium of expression

Patent

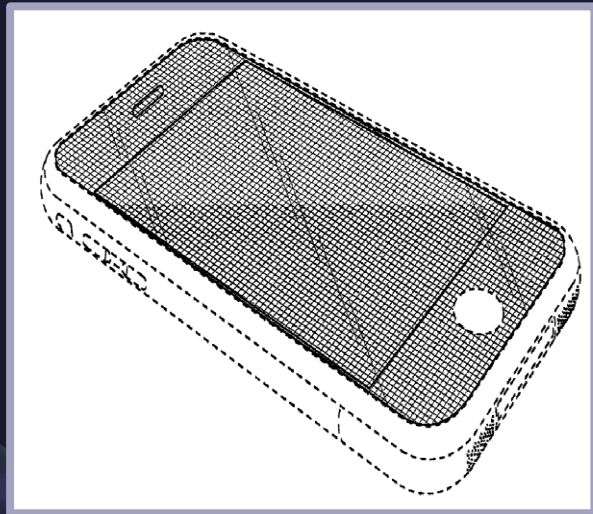
- Property right relating to an invention granted by the Government
- Right to exclude any person/entity from
 - making
 - using
 - offering to sell, or
 - selling the invention covered by the patent



Samsung v. Apple

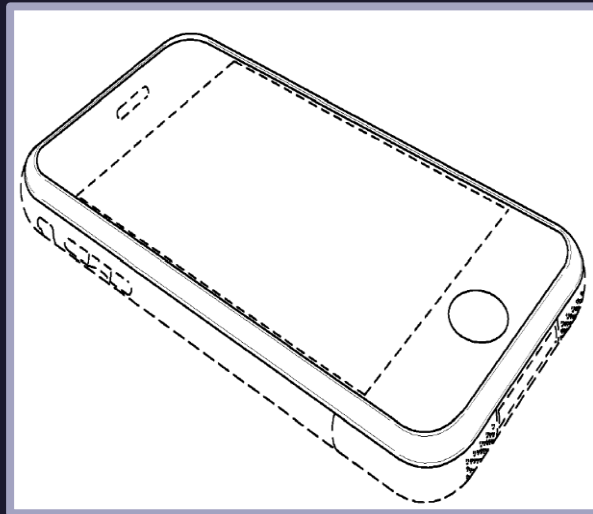
D618,677

rectangular, round-cornered front face, excluding the home button



D593,087

Rectangular, round-cornered front face, including the bezel and the home button



D604,305

display screen on which graphical user interface appears



Careers?

- Inventor - Engineer
- Expert - Engineer
- Patent Agent - Engineer
- Patent Attorney
- Management – Eng/Att.
- Founder
- Fashion
- Beauty





Alternatives to Traditional STEM Careers

Law: Patents

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Ensuring Women and Diverse Candidates in the Patent Bar: We Must Address the Root of the Problem



ELAINE SPECTOR

MARCH 15, 2021

SHARE



Patent Bar Statistics

This lack of diversity is based, in part, on the patent bar requirement of a hard science background, such as a degree in engineering, chemistry, physics, or biology; however, the science, technology, engineering, and mathematics (STEM) field has historically been dominated by men, who, as of 2017, account for 76% of all STEM jobs, [according to the U.S. Department of Commerce](#). There is also a glaring lack of racial diversity among the patent bar.

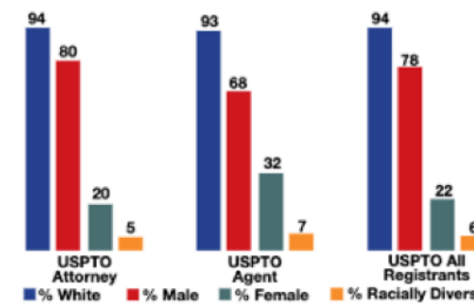


Figure 1. Overall diversity trends among USPTO registrants.

Overall, women make up 22% of U.S. Patent and Trademark Office (USPTO)-registered attorneys and agents (see fig. 1). Of those women, 76% are attorneys and 24% are agents. Although USPTO registration data is available as early as 1950, female registrations were virtually nonexistent until

the early 1980s, with the first significant jump in registrations among women occurring in 1989 and gradually increasing until 2013 (see fig. 2). Data shows that the period from 2008 to 2009 is the only time in USPTO registration history where male registrations decreased while female registrations increased. That year, 75% of registrants were men, while 25% were women. In 2017, the highest percentage of women were registered with the USPTO than any other year. In that year, 34% of all registrations were female. Given that women account for more than 50% of law school-entering classes, there is still a long way to go toward leveling the field.

Fashion: Fashion Technology

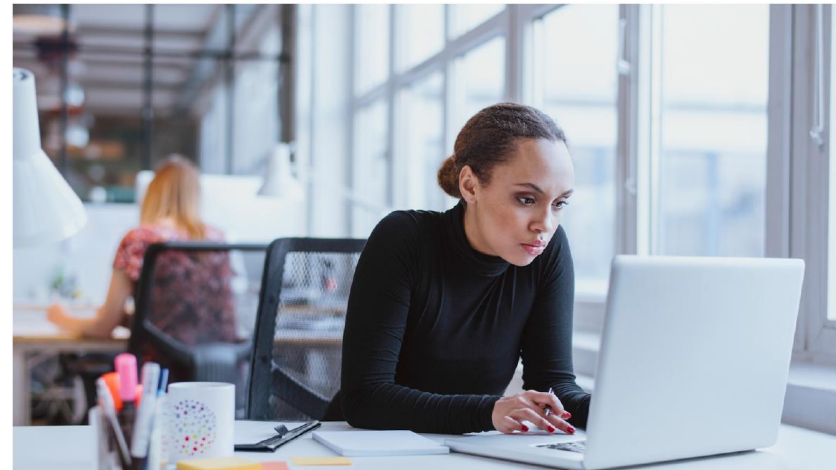
BOF

OP-ED

Op-Ed | The Fashion-Tech Revolution Needs More Women

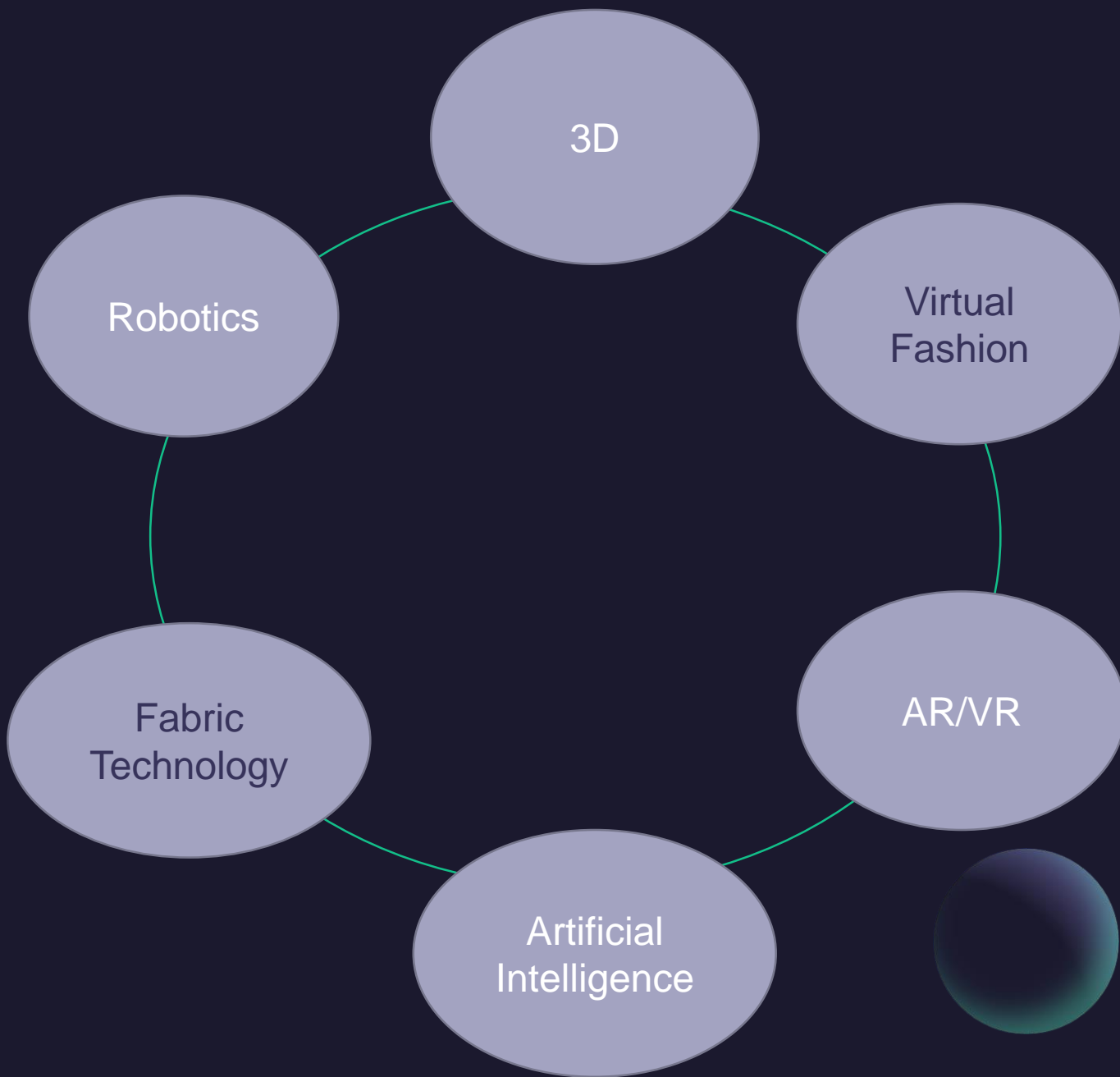
BY REBECCA MINKOFF
MARCH 1, 2016 17:24

For new digital innovations in fashion and retail to resonate with female customers, women must be part of the technology teams that build them, argues Rebecca Minkoff.



NEW YORK, United States — Six words are all it took to undo months of work and countless dollars of research and development: “This mirror makes me look fat.”

It was the last thing that anyone on our team wanted or expected to hear during the pre-launch preview of the interactive dressing rooms for our flagship store. Until that day, despite an extraordinary investment into our vision of building what have been called the “store of the



What is Fashion Technology?



Fabric Technology



Virtual Fashion

09-08-20

Would you spend \$10,000 on a virtual dress? Gucci is betting on it

As the physical and virtual worlds become increasingly blurred, Gucci is designing with your avatar in mind.



[Image: DREST]

VOGUE

FASHION BEAUTY LIFESTYLE WATCHES & JEWELLERY TECHNOLOGY VOGUE SINGAPORE FOUNDATION VOGUE INNOVATION PRIZE



FASHION Cyber couture: 8 digital fashion houses to shop for virtual clothing now

BY MAYA MENON
17 AUGUST 2021

From pushing design boundaries to championing sustainability, these virtual fashion houses are redefining clothing as we know it





Summary

withersworldwide



RUSS AUGUST & KABAT

Thank You

Gina Bibby

Donna Chamberlin

Irene Lee