

Active Patent Search

A no-nonsense practical approach to patent searching.

The traditional way

Is to search through all of the existing patents and compare them to your invention. An exhaustive patent search by an experienced pro costs \$2,000 - 3,000.

What inventors usually do

Some will do it the traditional way and pay for the exhaustive search by an experienced pro. That will remove \$2,000 - 3,000 from their finite resources. More commonly, people will hire a cheap person (\$100-300) to do a weak approximation of a patent search.

The problem with this approach

There are literally millions of expired or abandoned patents out there. These patents are a low priority. They do not stop you from doing your invention. Hiring someone expensive and highly skilled to search through them is a poor use of your time and money.

If you hire someone cheap to do the same thing, they will simply graze the surface of the enormous mass of patents that are out there. You'll get some results, but it isn't an 'exhaustive' patent search. Therefore it isn't reliable. Quality costs money, and \$100 won't get you a great search.

The better way

There are low-priority patents and there are high-priority patents. While you are still in the launch phase you should only be concerned with high-priority patents. The good news is that finding these high-priority patents is drastically easier. What are high-priority patents? These are active patents held by profitable companies. These are the patents that are a threat. Enforcing a patent is extremely expensive and time-consuming. No sane person is going to enforce a low-priority patent. For this reason, you can ignore these ones for now. An active and profitable patent is more likely to be enforced. Therefore, you should search for these patents.

Your investment

Zero! This technique is so easy it is something that you can do yourself for free. A huge benefit to your budget.

5 steps to do an Active Patent Search

1. Write down 5-10 different ways of describing your invention (i.e. dog bowl, dog feeder, etc)
2. Write down 5-10 different places your invention may be found (i.e. Google, Amazon, etc)
3. Search each invention description, in each of the places (i.e. search dog bowl on Google)
4. Anytime you find a product that has some similarity with your invention. Make a note of it.
5. Search the company's website or sales page for the words 'patented' or 'patent pending'.

Summary

Yes, it really is that easy. Getting a 20-year patent is an expensive and tedious process. Once a company has one, they want to shout it from the rooftops. They want some value from it. This means that 99% of the time they will advertise it clearly on their website or sales page. That makes it very easy to find!

You can start doing an Active Patent Search now. It is a practical and direct way to find the patents that matter. The patents that may be a threat. If you'd like to receive a detailed 3-page guide with completed-for-you options, examples, and patent workarounds, you can purchase this from us for \$99. The 'Active Patent Search Booklet'. Alternatively, it is included with all purchases of our patent package.