

ADD

***"Патентная защита
оригинальных программных
разработок"***

SoftPatent

Михаил Радченко

Зачем компании патенты?

- Единственный инструмент защиты R&D
- Инструмент цивилизованной продажи R&D
- Единственный способ продать R&D задорого
- РФ: Инструмент финансового управления
- РФ: Инструмент защиты бизнеса от рейдеров

Как выглядят soft-патенты

Google

«Advertising based on environmental conditions»

«Реклама основанная на условиях окружающей среды»

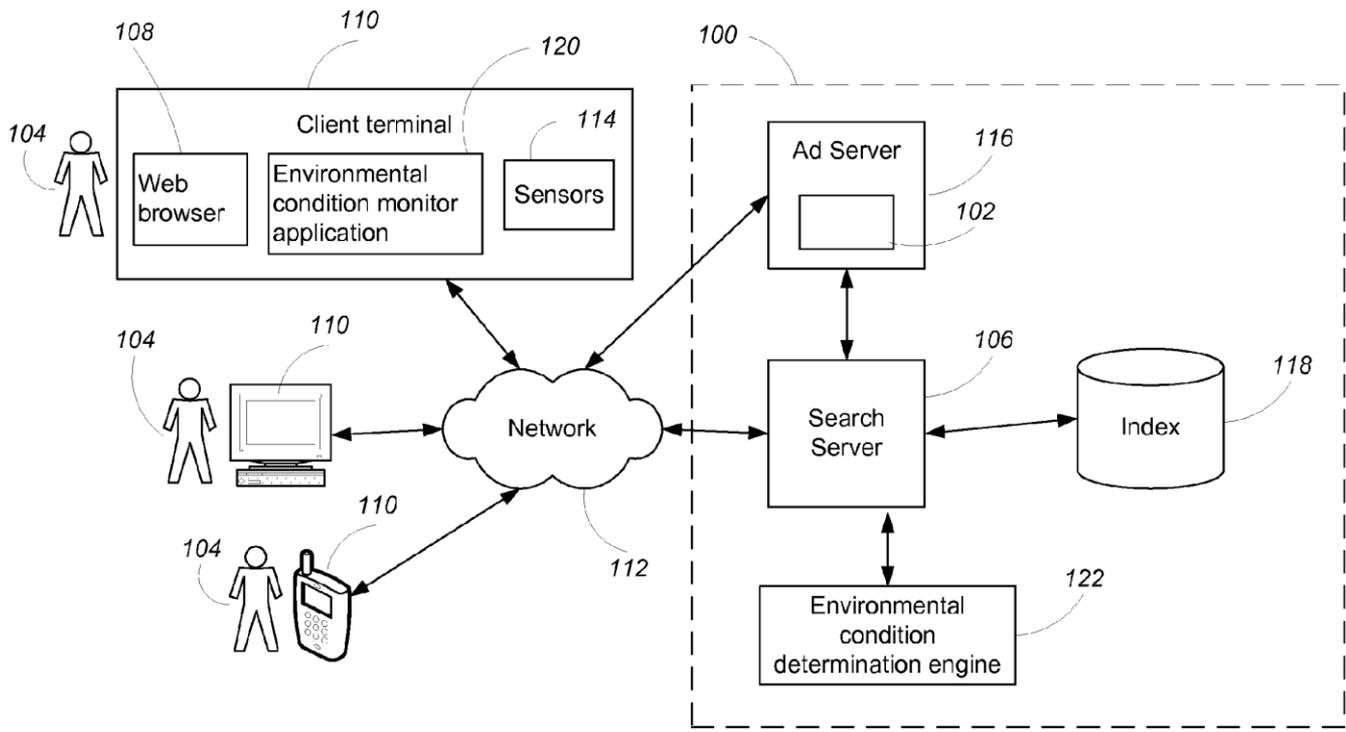


FIG. 1

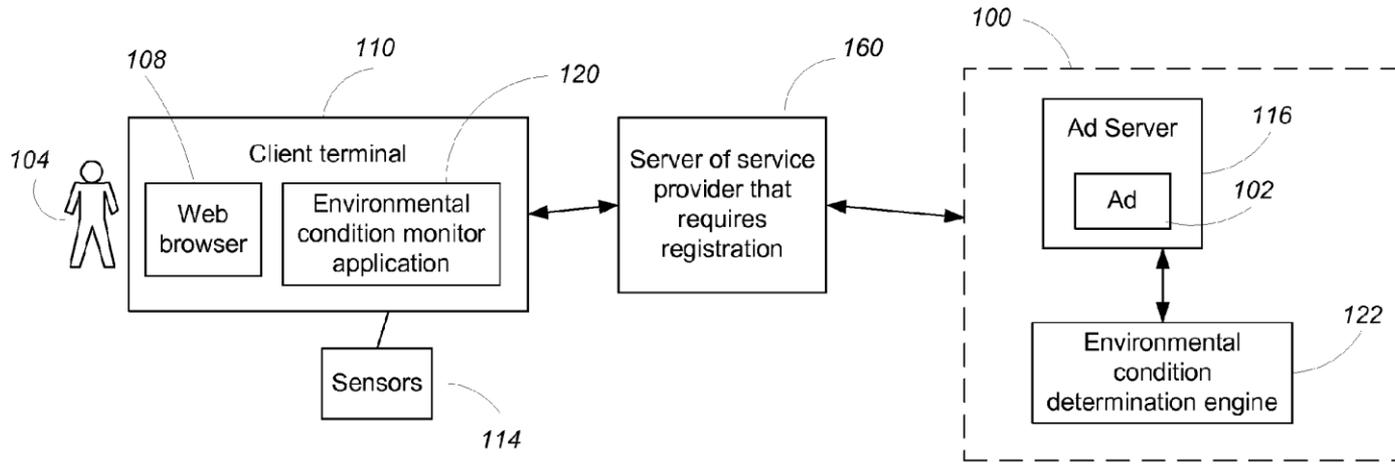


FIG. 2

Google

«Posting questions from search queries»

«Отправка вопросов из поисковых запросов»

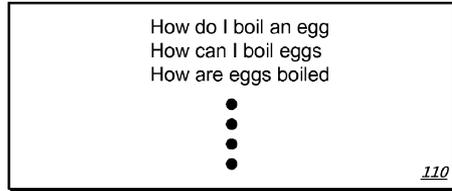


FIG. 2A

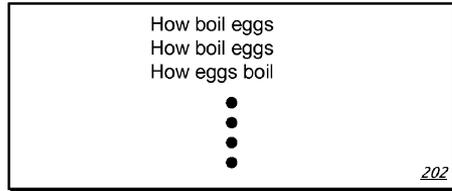


FIG. 2B

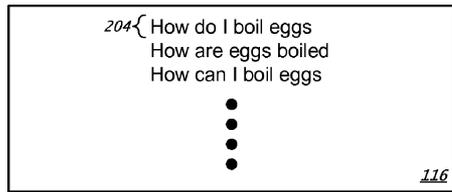


FIG. 2C

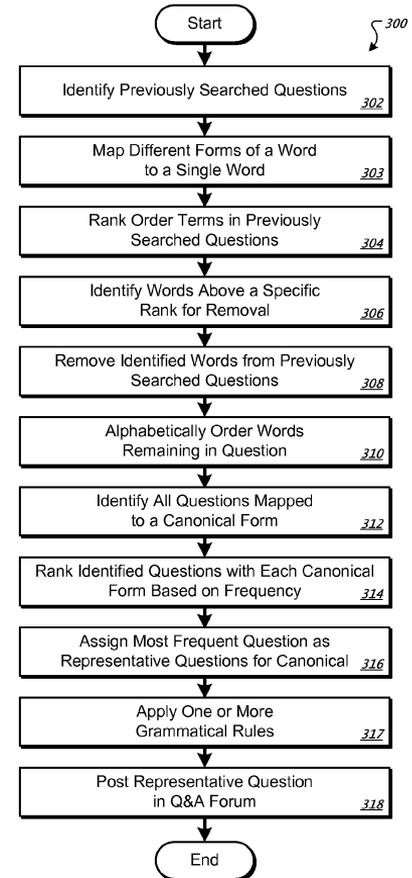


FIG. 3

Google

«Archive of text captures from rendered documents »

«Архивирование текста распознаваемых документов»

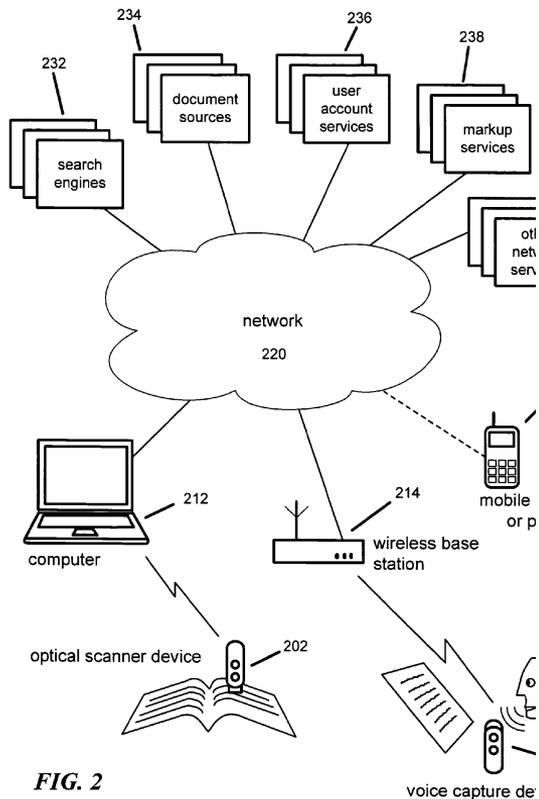


FIG. 2

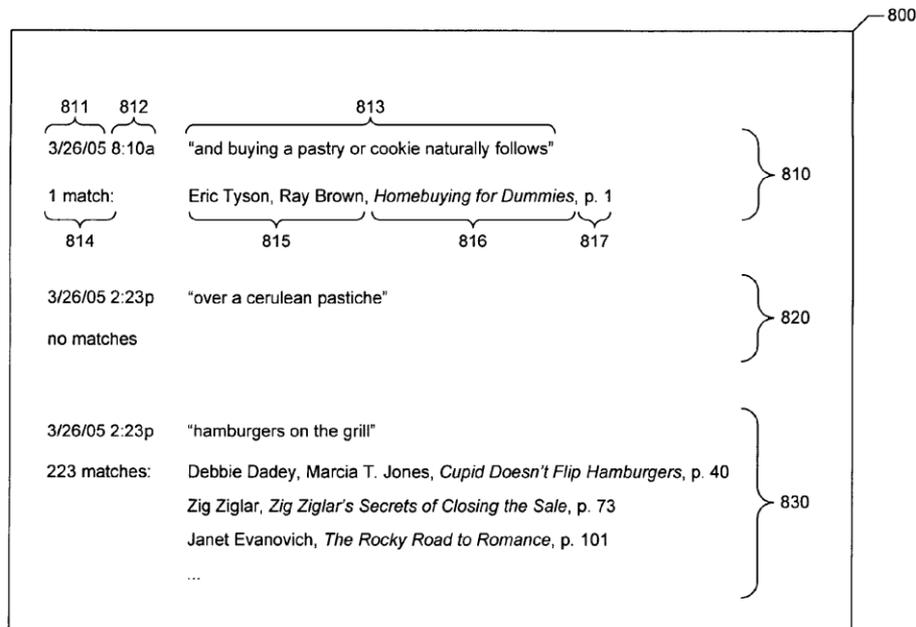
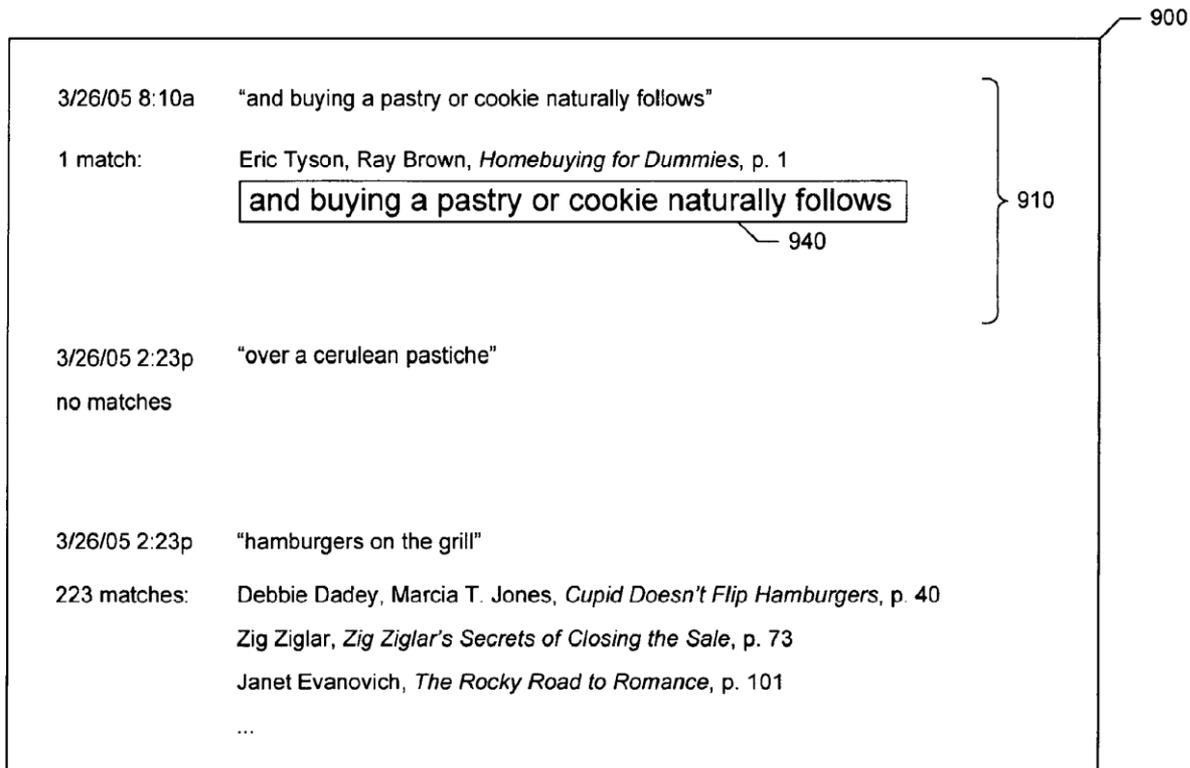


FIG. 8

**FIG. 9**

Google

«Governing the serving of advertisements based on a cost target»

«Управление показом рекламы на основе цены»

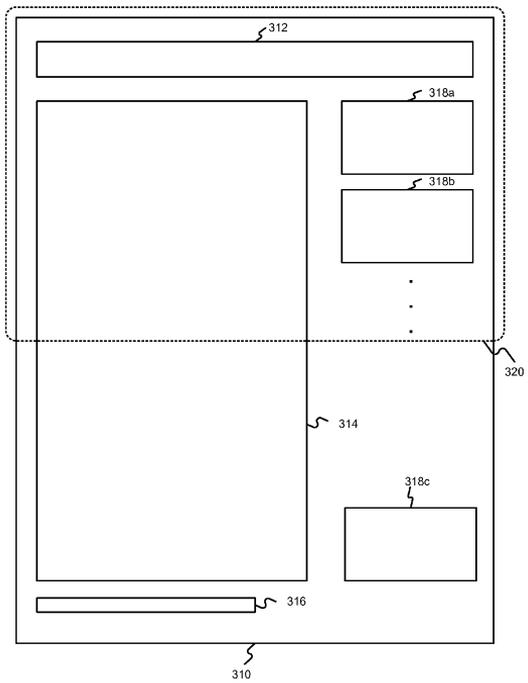


FIGURE 3

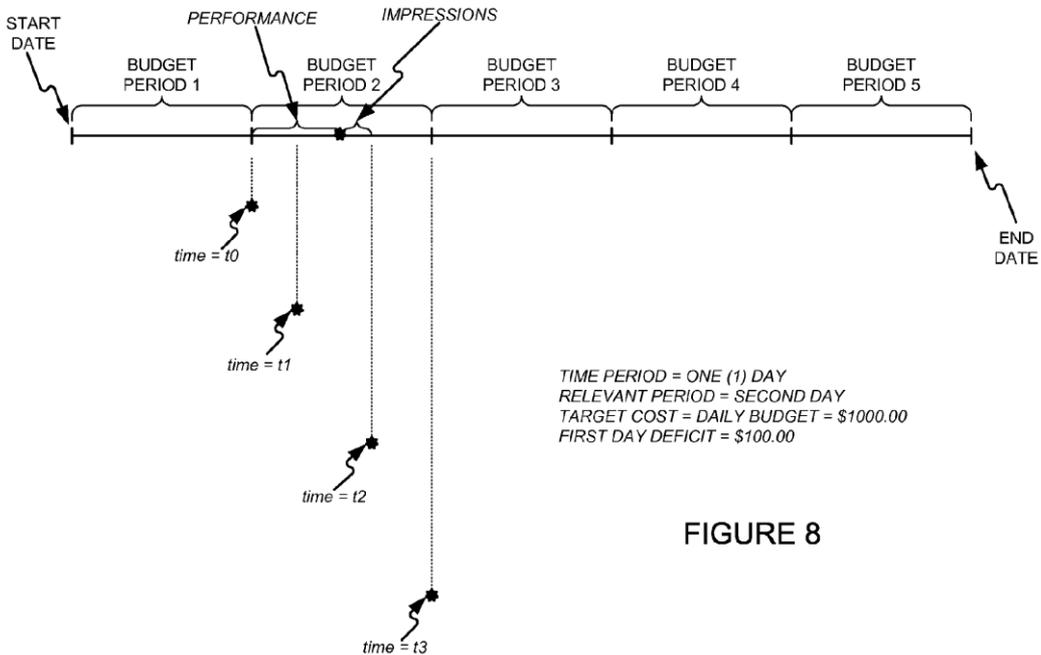
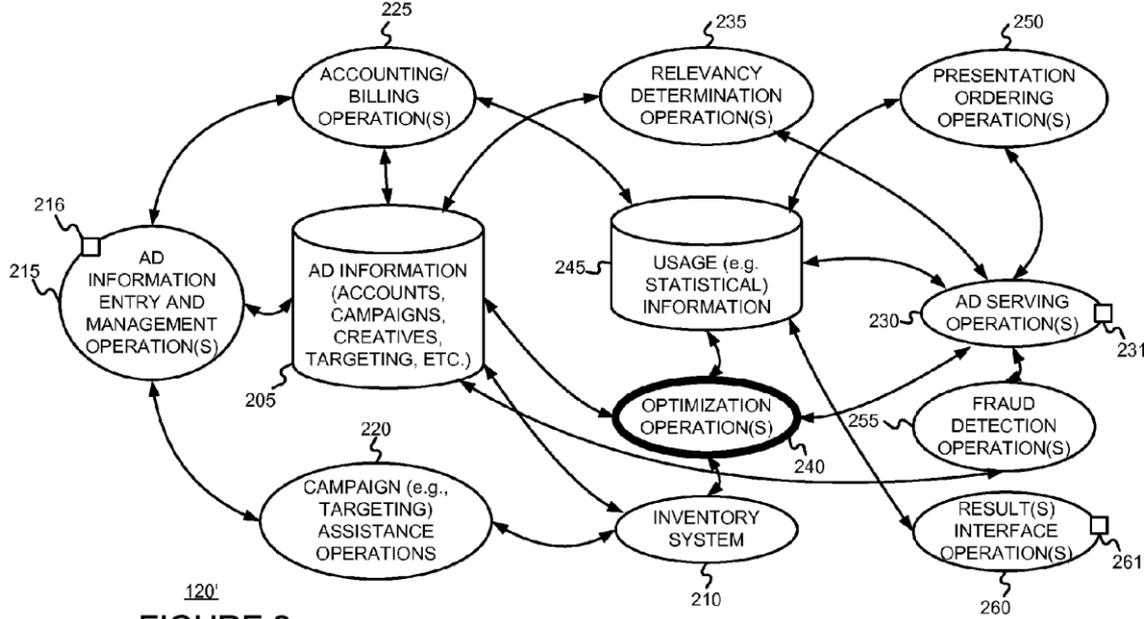
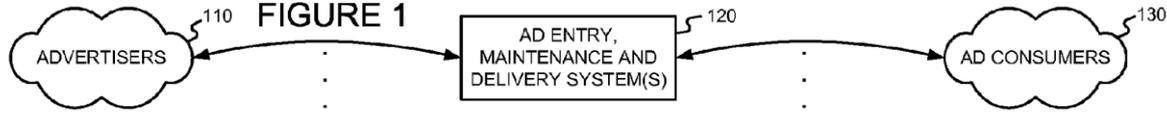


FIGURE 8



Google

«Geographic and keyword context in embedded applications »

«Географический и словарный контекст во вложенных приложениях»

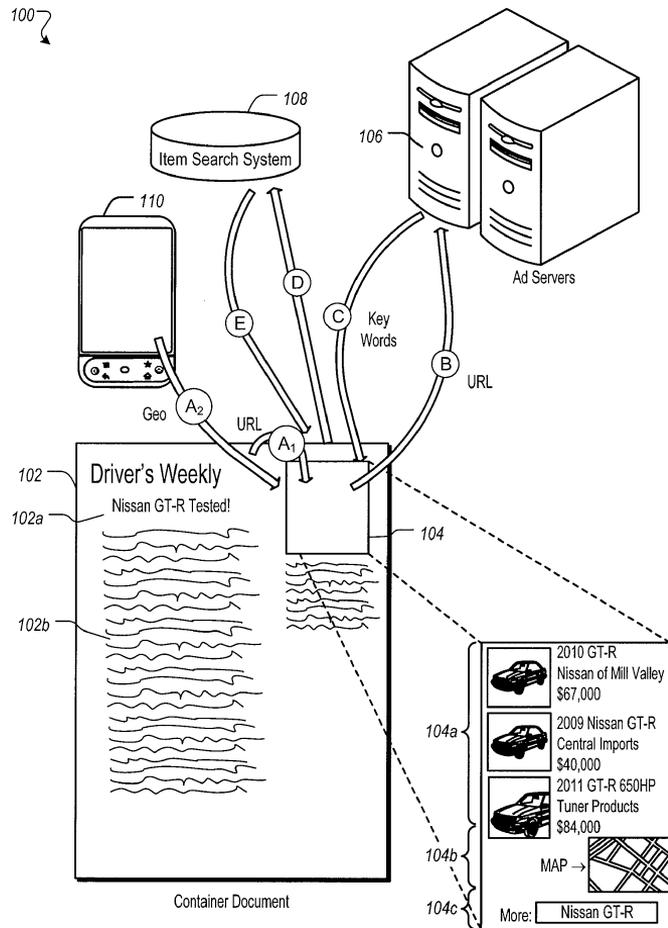


FIG. 1

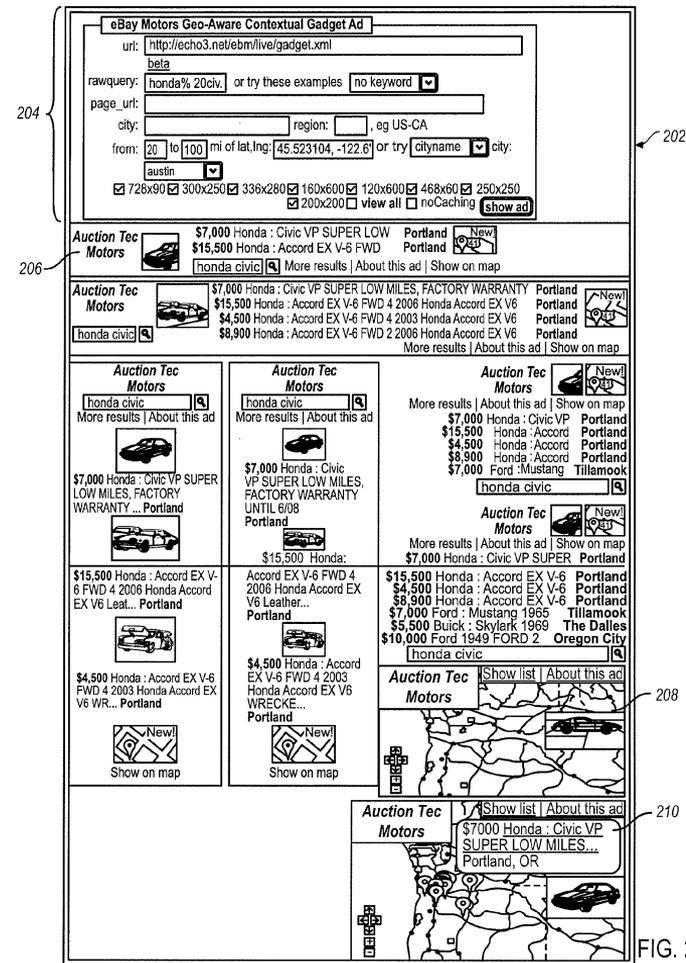


FIG. 2

Google

«User interface visualizations»

«Пользовательский интерфейс»

FIG. 1
(Prior Art)

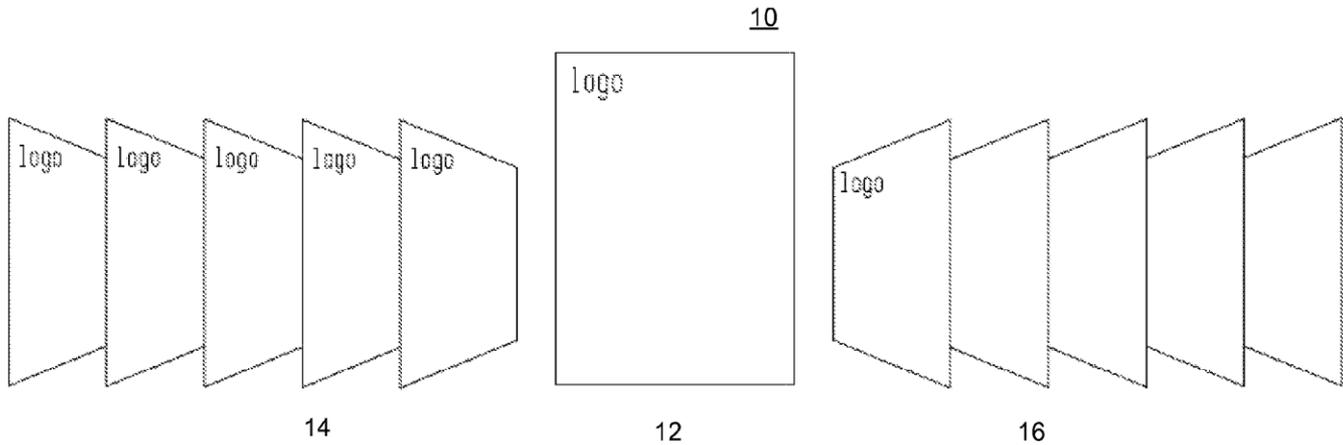
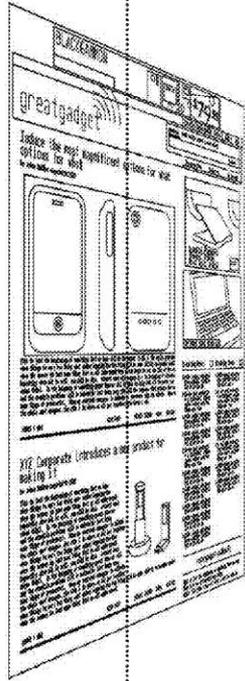
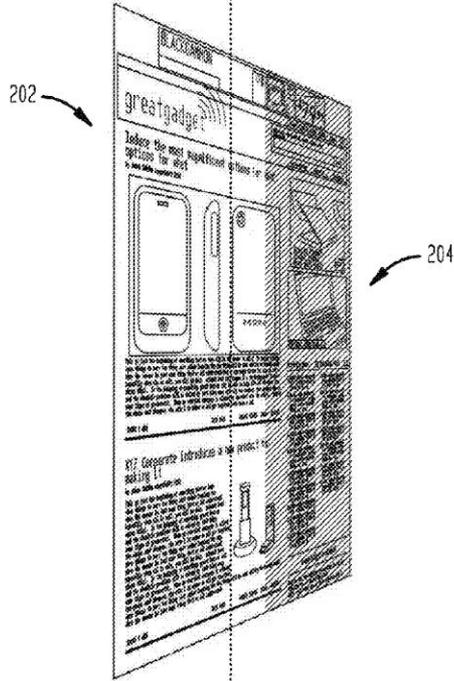


FIG. 3E



TILT/TURN
CLUz FORWARD,
SLoZ BACK

FIG. 3F



DARKENED/TILTED

Facebook

«Display panel of a programmed computer system with a graphical user interface »

«Интерфейс пользователя»

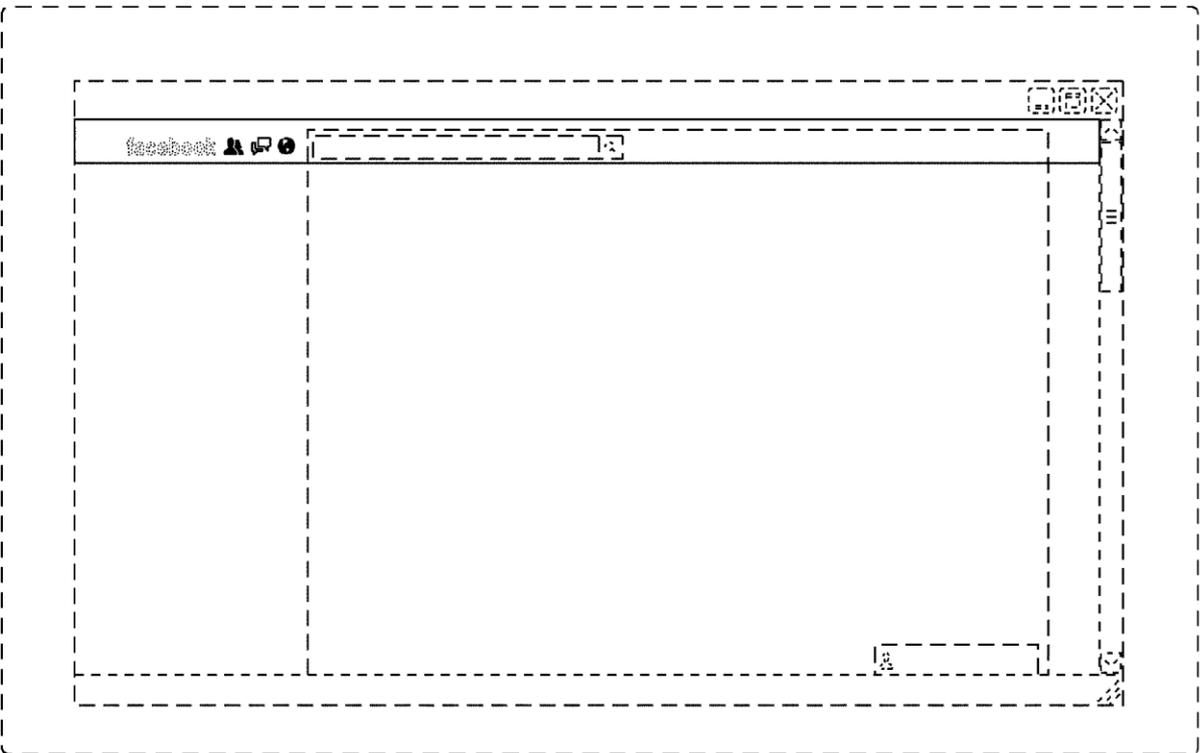


FIG. 1

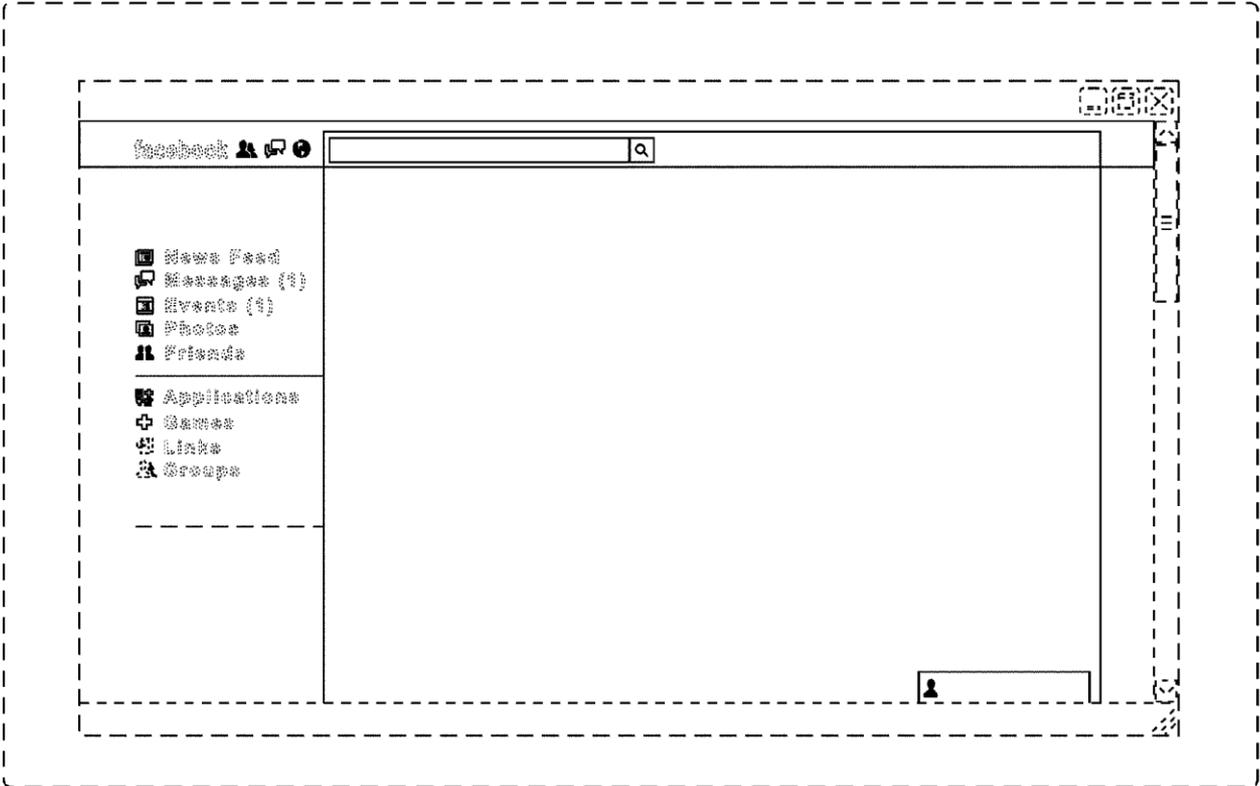


FIG. 1

Facebook

«Managing information about relationships in a social network via a social timeline »

«Управление информацией об отношениях в соцсети»

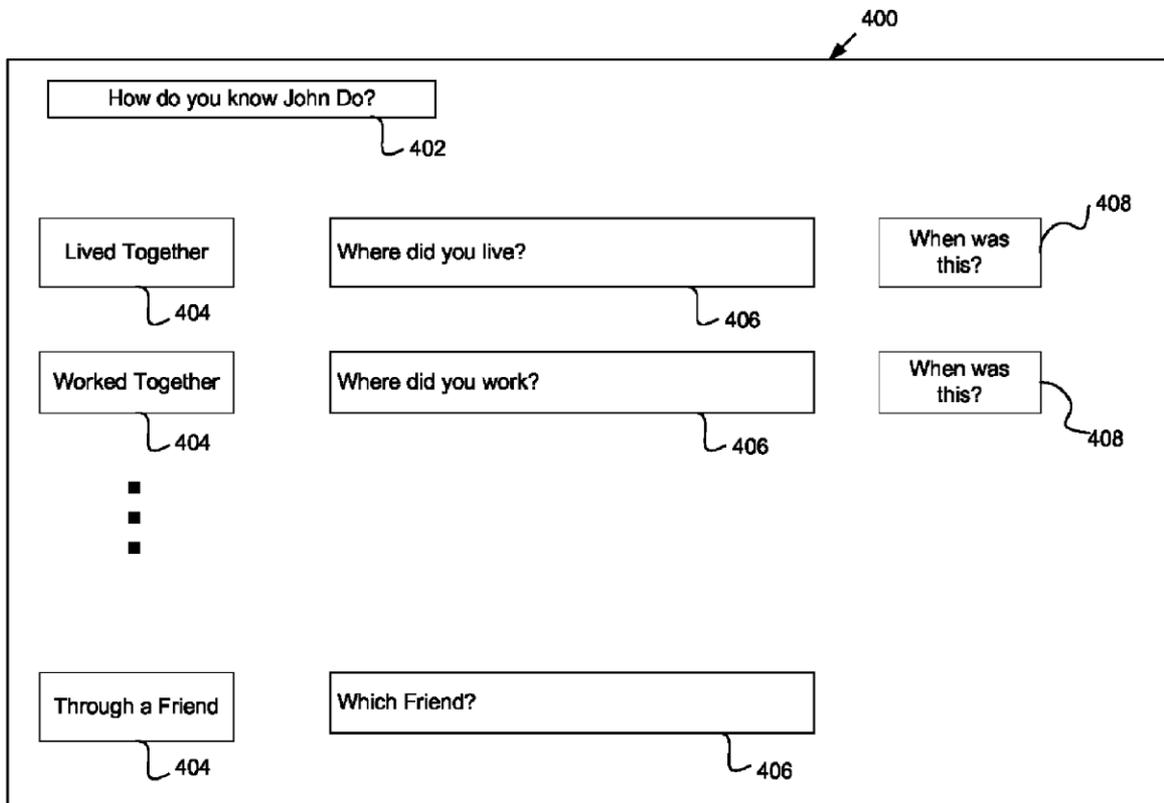


FIG. 4

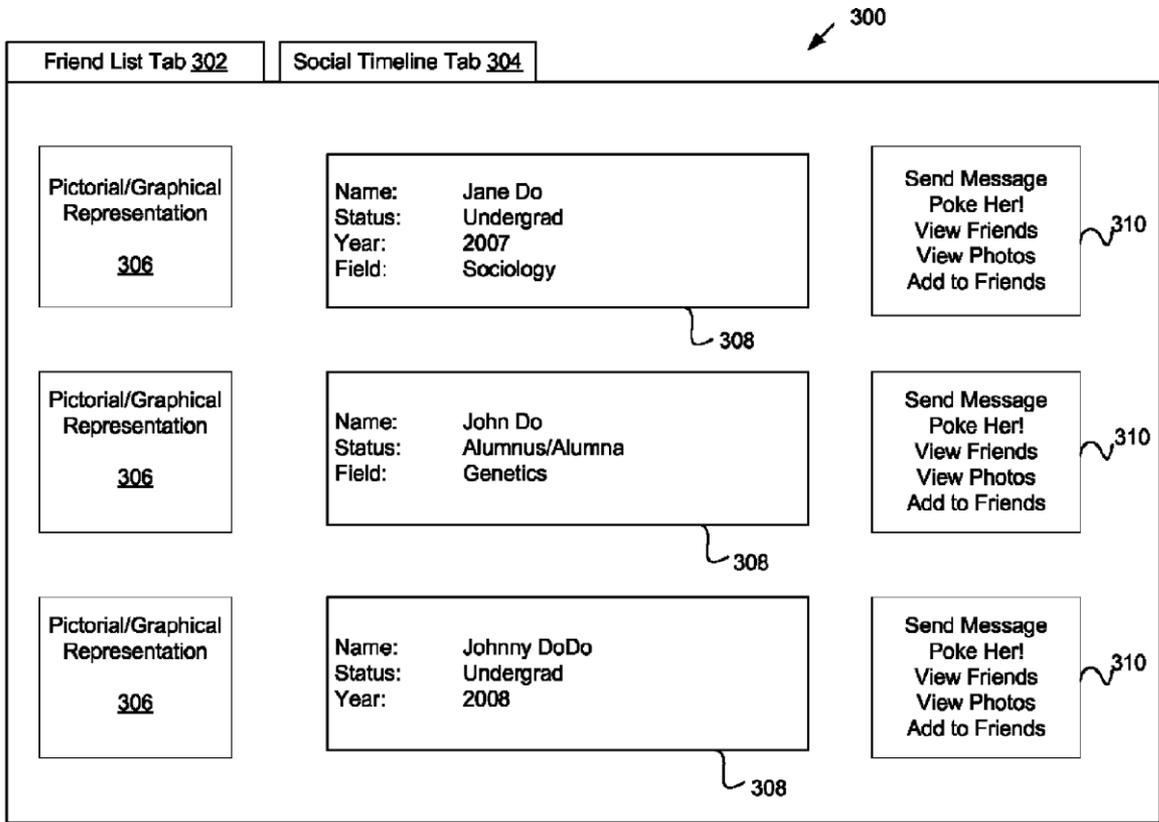


FIG. 3

Facebook

« Visual tags for search results generated from social network information »

«Генерація візуальних тегов для соцсети»

FIG. 1

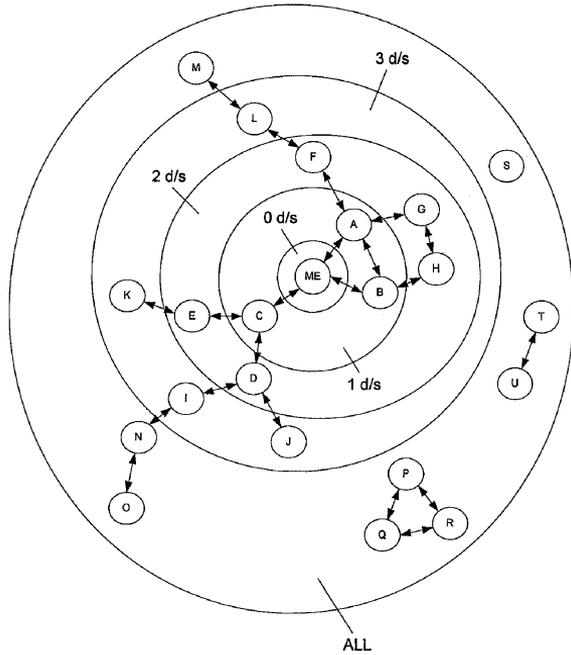
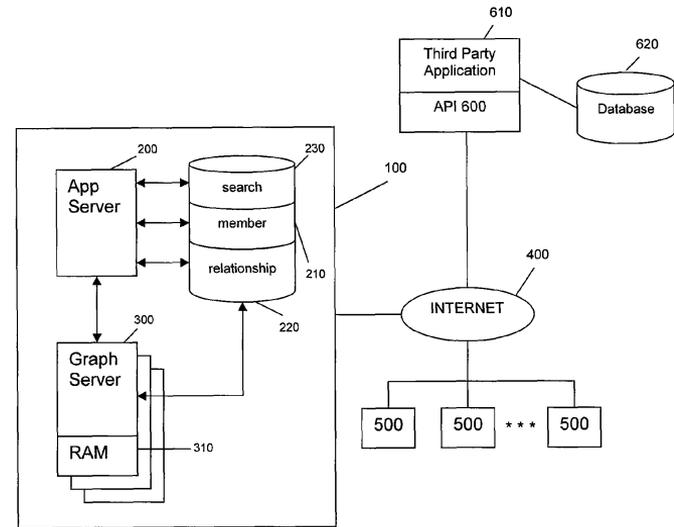


FIG. 2



Skype

«Synchronising contacts»

«Синхронизация контактов»

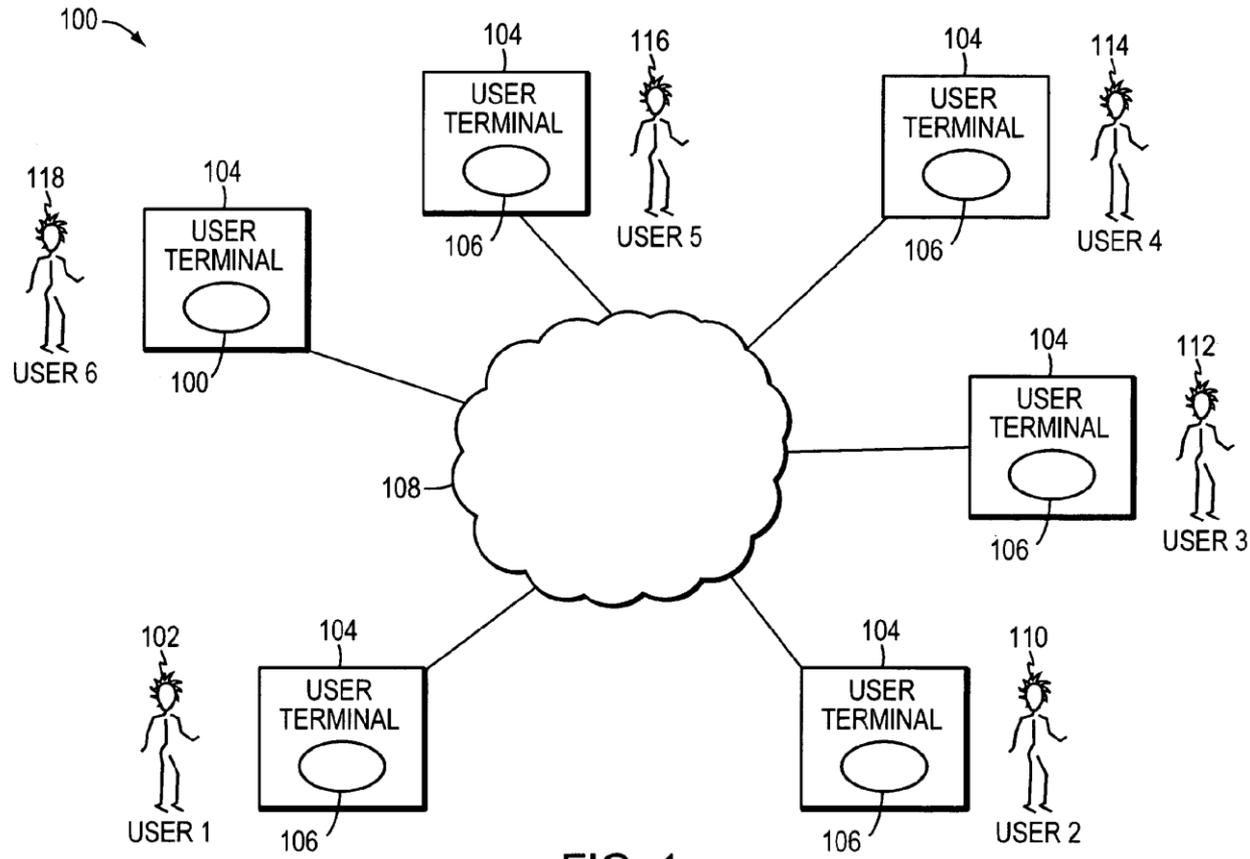


FIG. 1

200

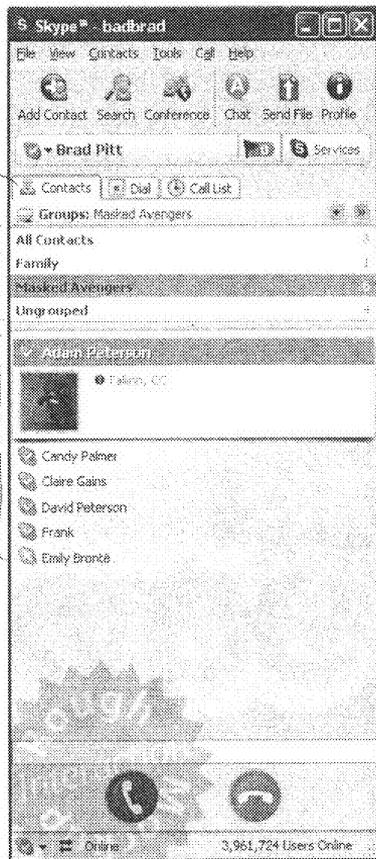


FIGURE 2A

200

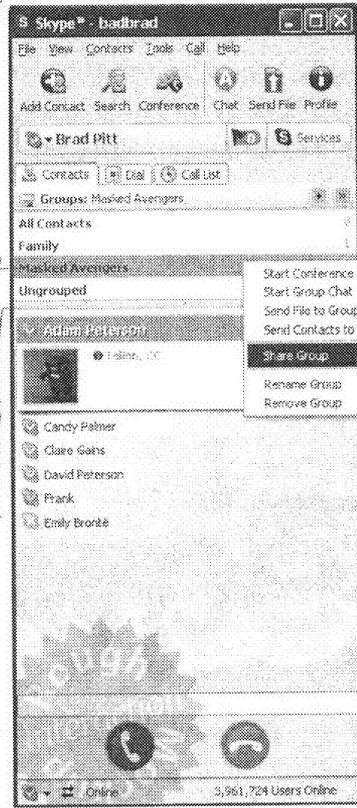


FIGURE 2B

Skype

«Dialling phone numbers »

«Набор номера»

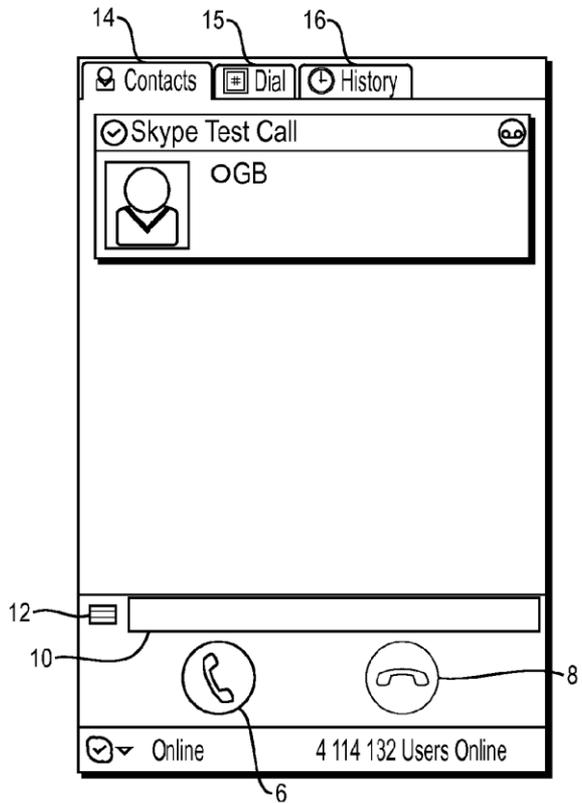


FIGURE 3

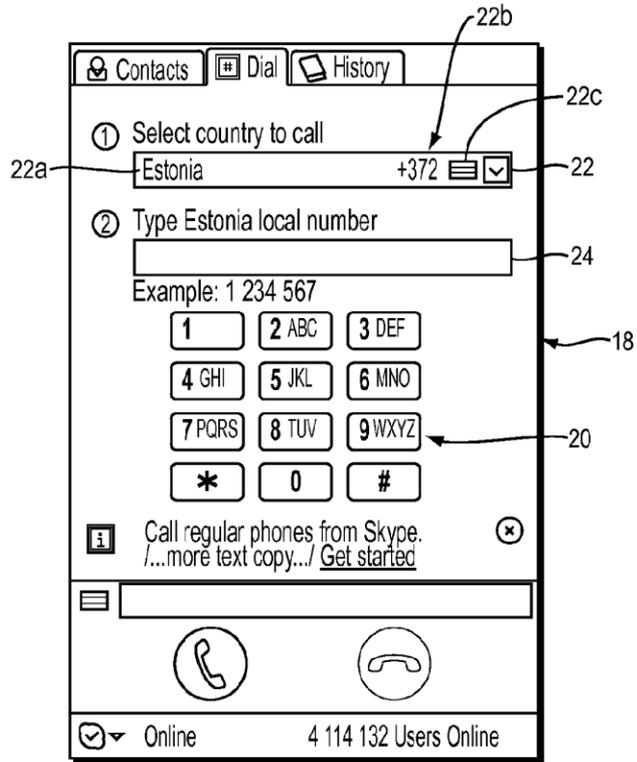


FIGURE 4

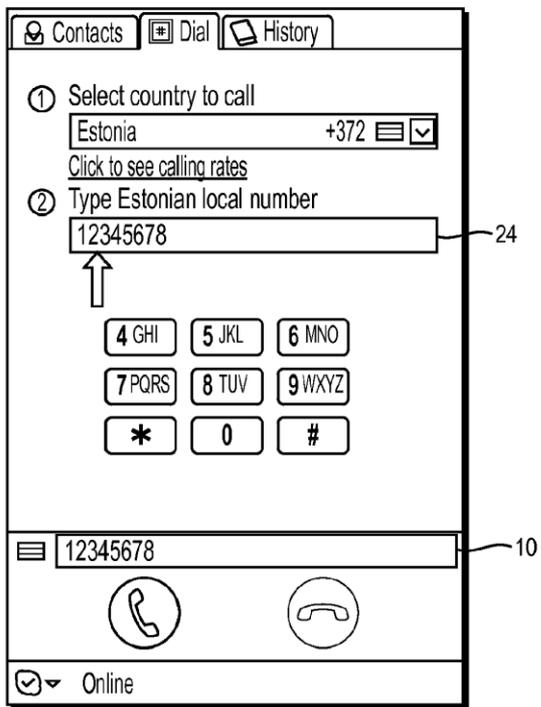


FIGURE 5

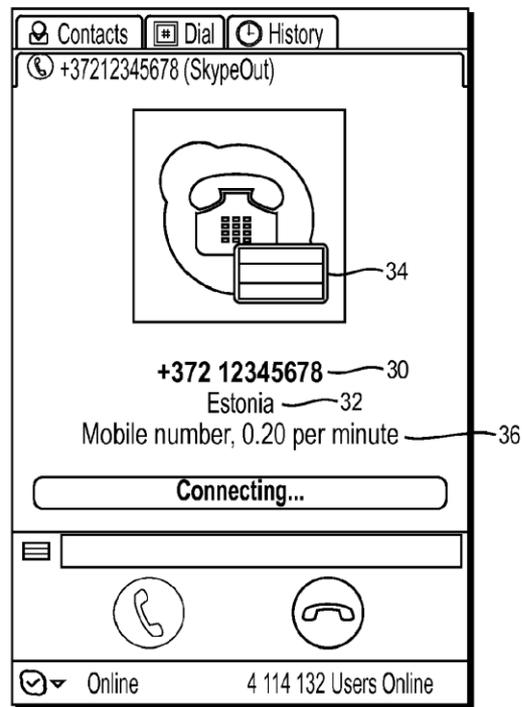
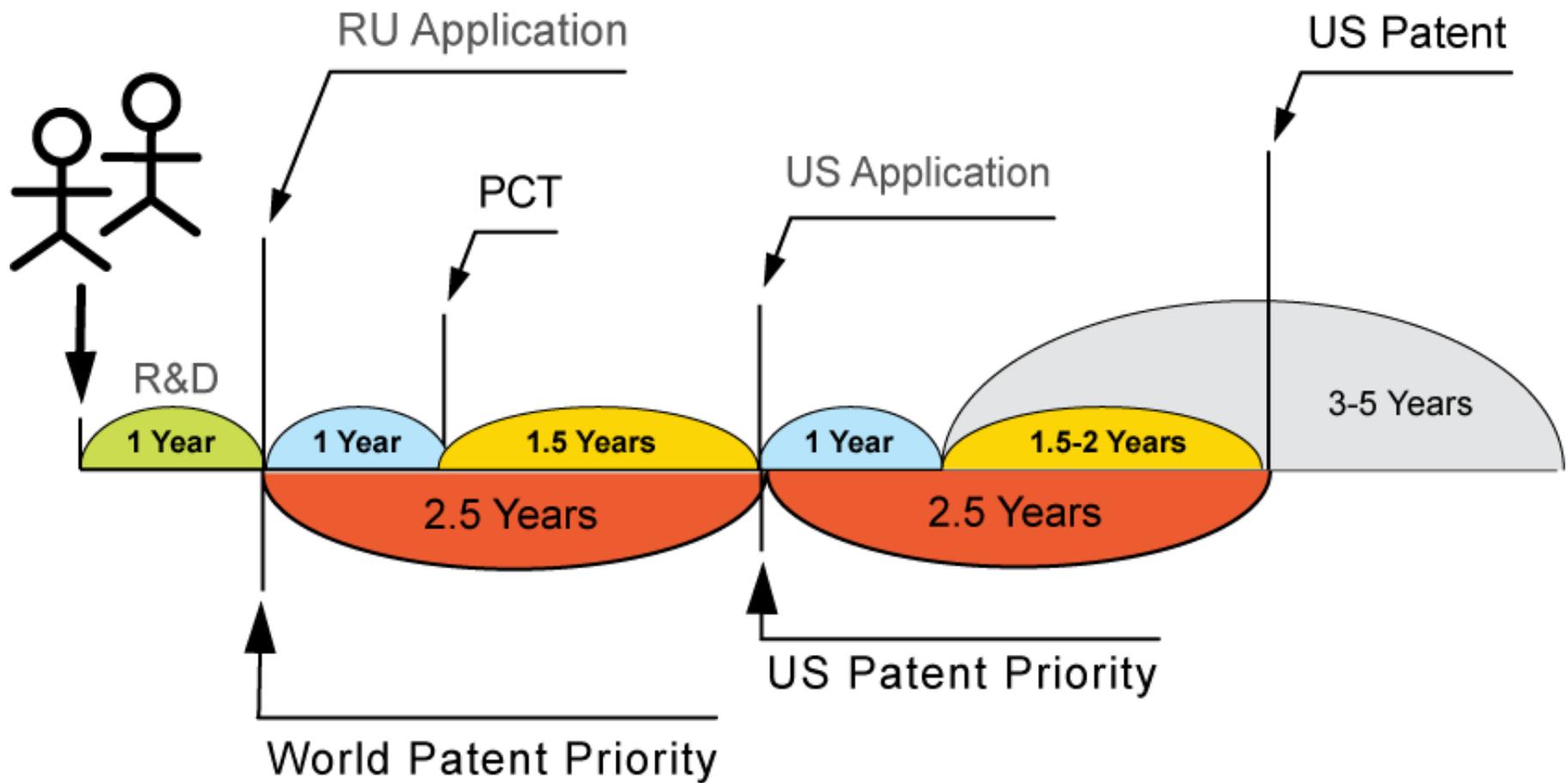


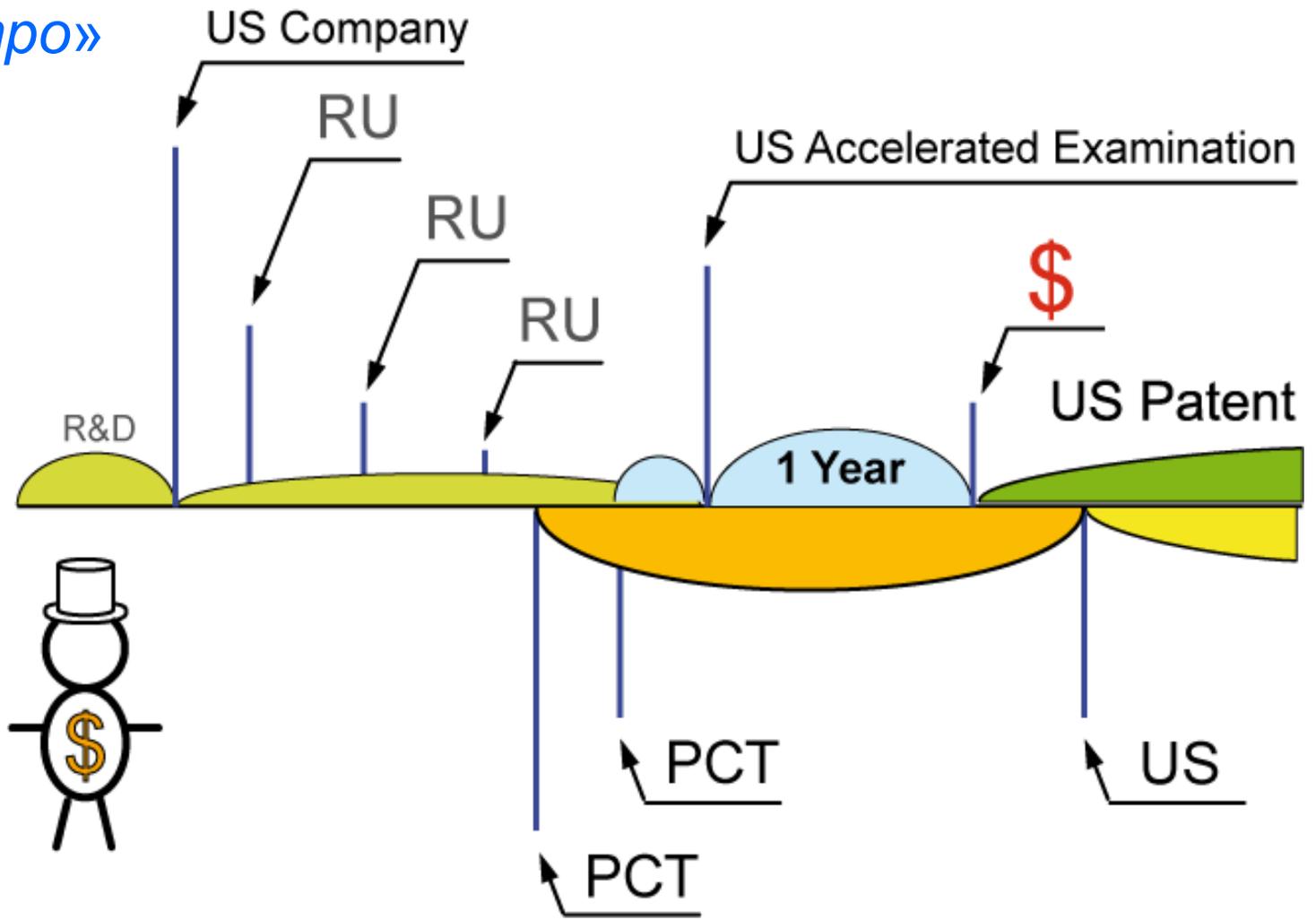
FIGURE 6

Сколько это стоит и занимает времени

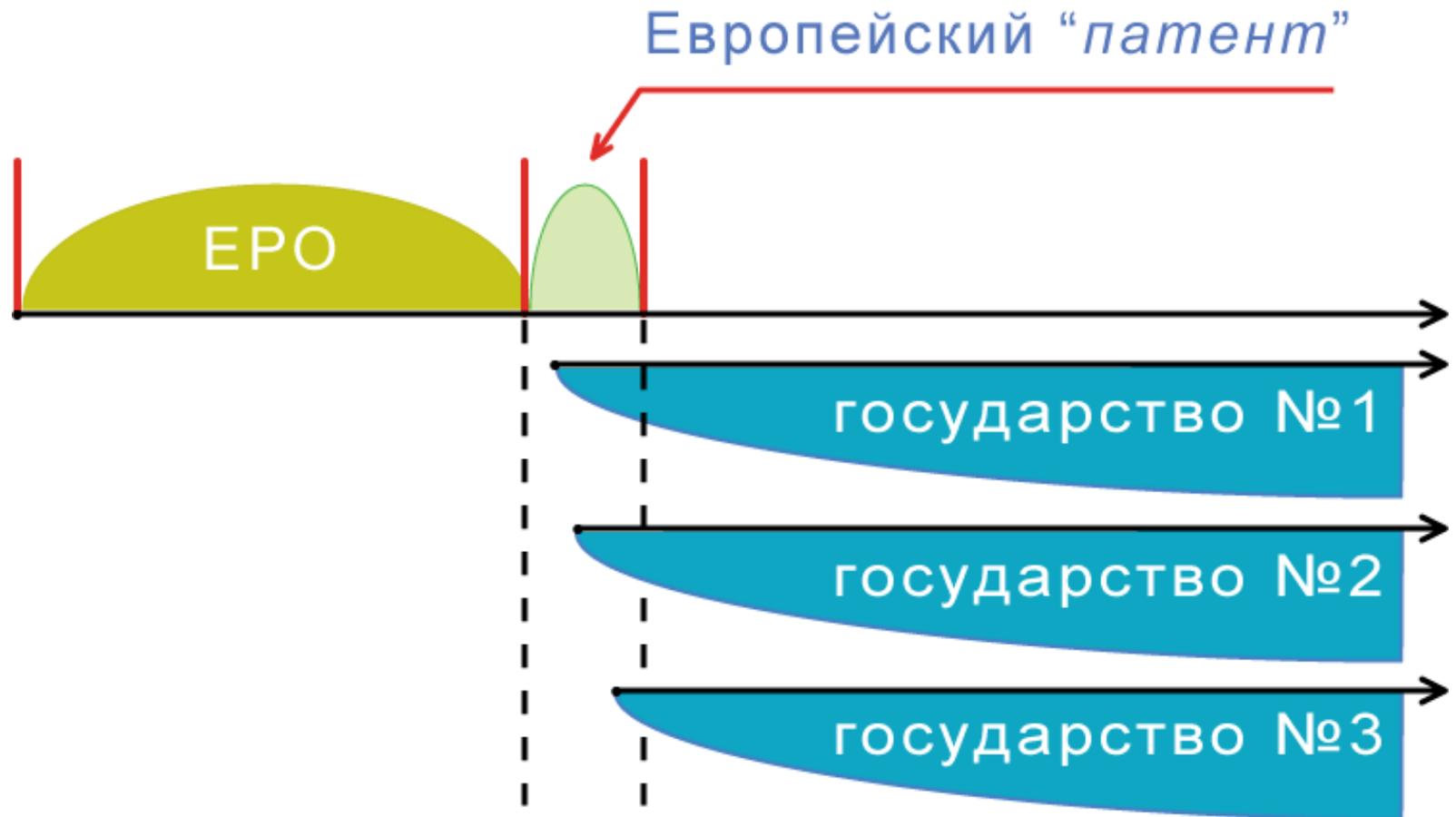
USA / 1 патент / «долго»

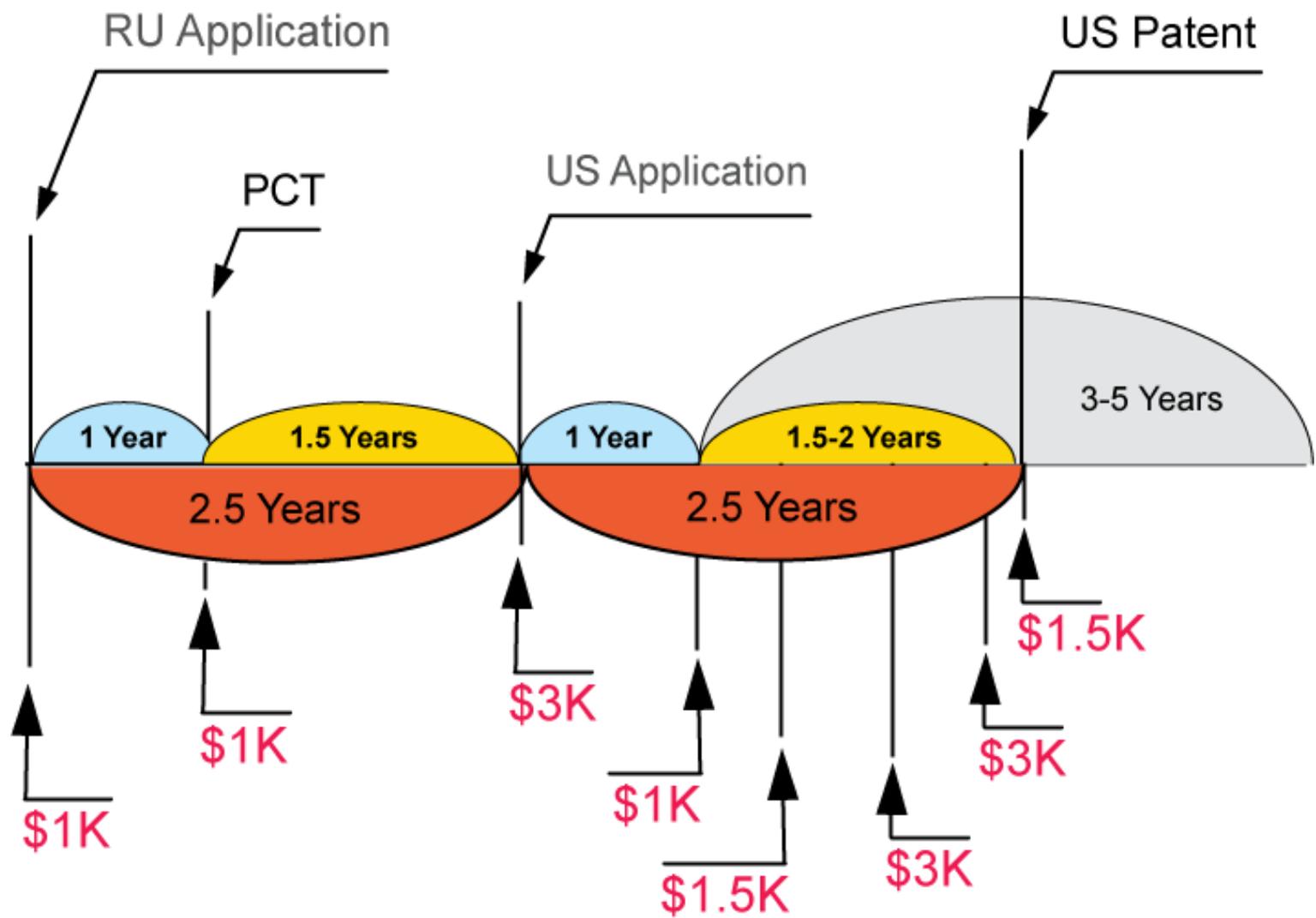


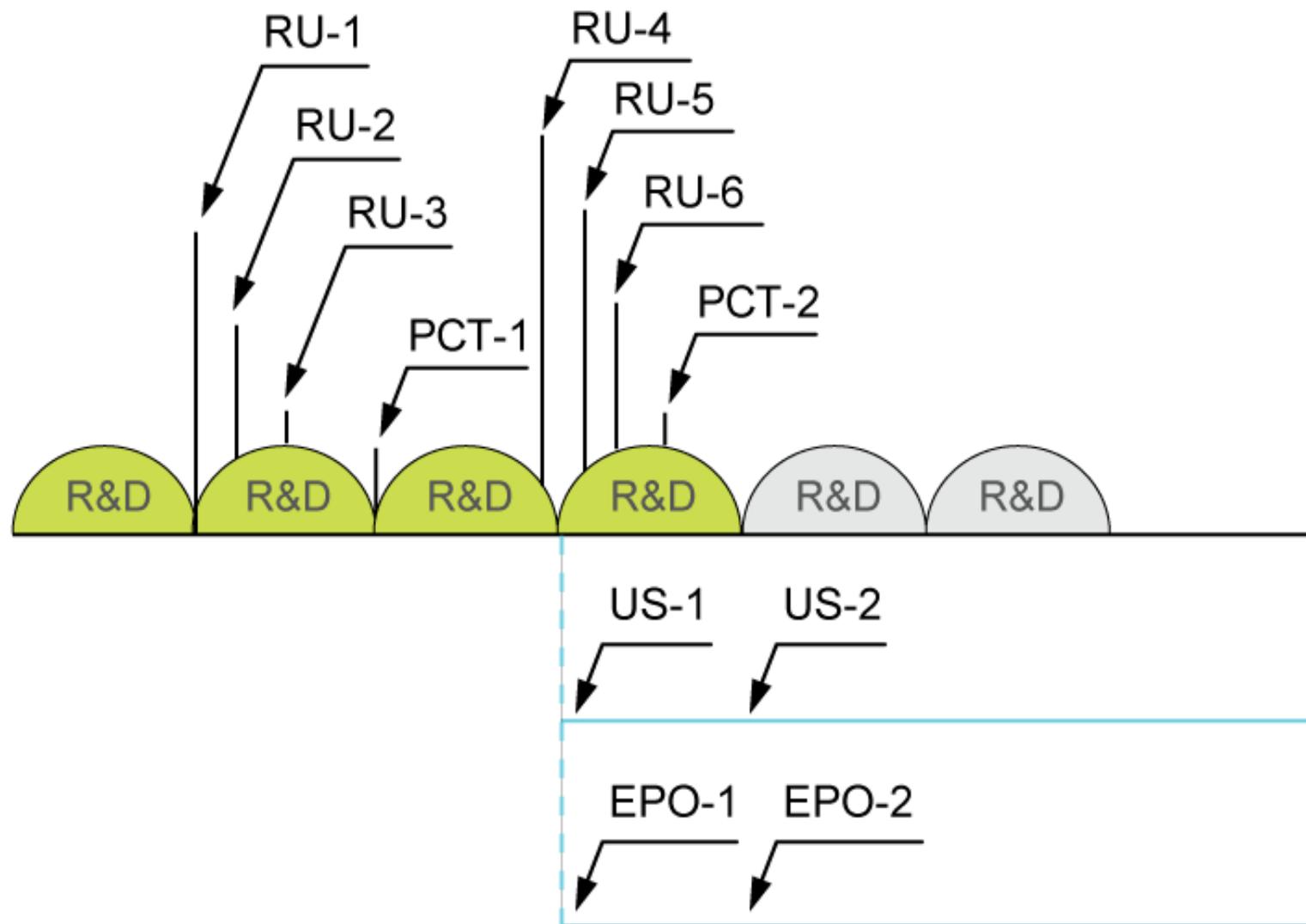
USA / «быстро»

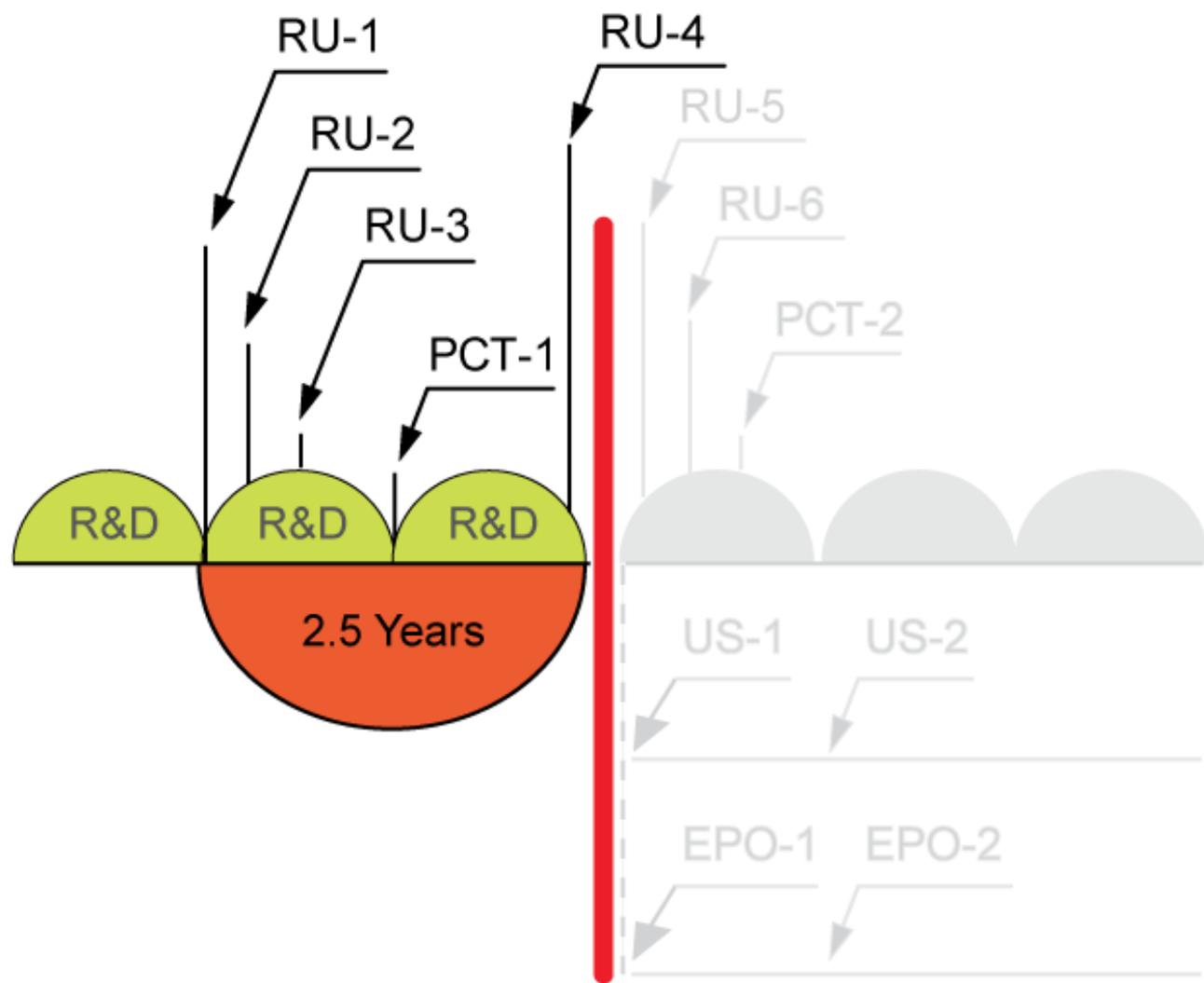


Процедура ЕРО (European Patent Office)











TechTunnel

SoftPatent

www.SoftPatent.ru

SoftPatent@ru.ru