

Promoting Patent Collections through Partnerships

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Identify an Audience

- Who's interested?
- Why?



Patent & Trademarks

- University Students and Faculty
 - College of Engineering
 - Department of Agriculture
 - College of Business
- Local SBA & SCORE
- Intellectual Property Attorneys
- Independent Inventors
- Science Teachers
- Other Libraries

Legwork

- Research intended audience
 - Who are they?
 - What do they do?
- Develop the connections
 - How will your collection help
 - What can you do together

Network

- Contact the organization
- Attend their events
- Organize a meeting
 - Clear agenda

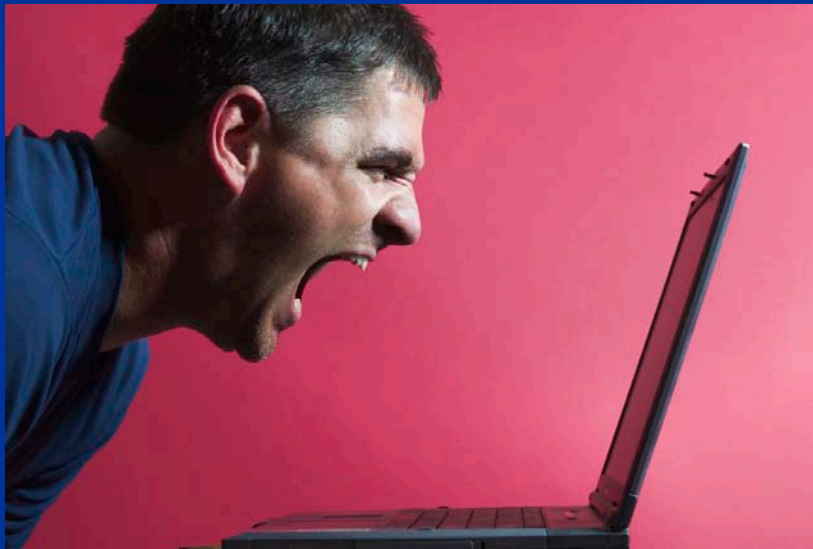


Follow Through

- Be active in planning process
- Let your partners know you are involved

Pitfalls of Partnerships

- Power Struggles
- Imbalanced Workload
- Lack of Communication



Benefits of Partnerships

- Increased community access
- Increased Profile of Collection
- More Ideas