

# Sowing the Seeds of Innovation

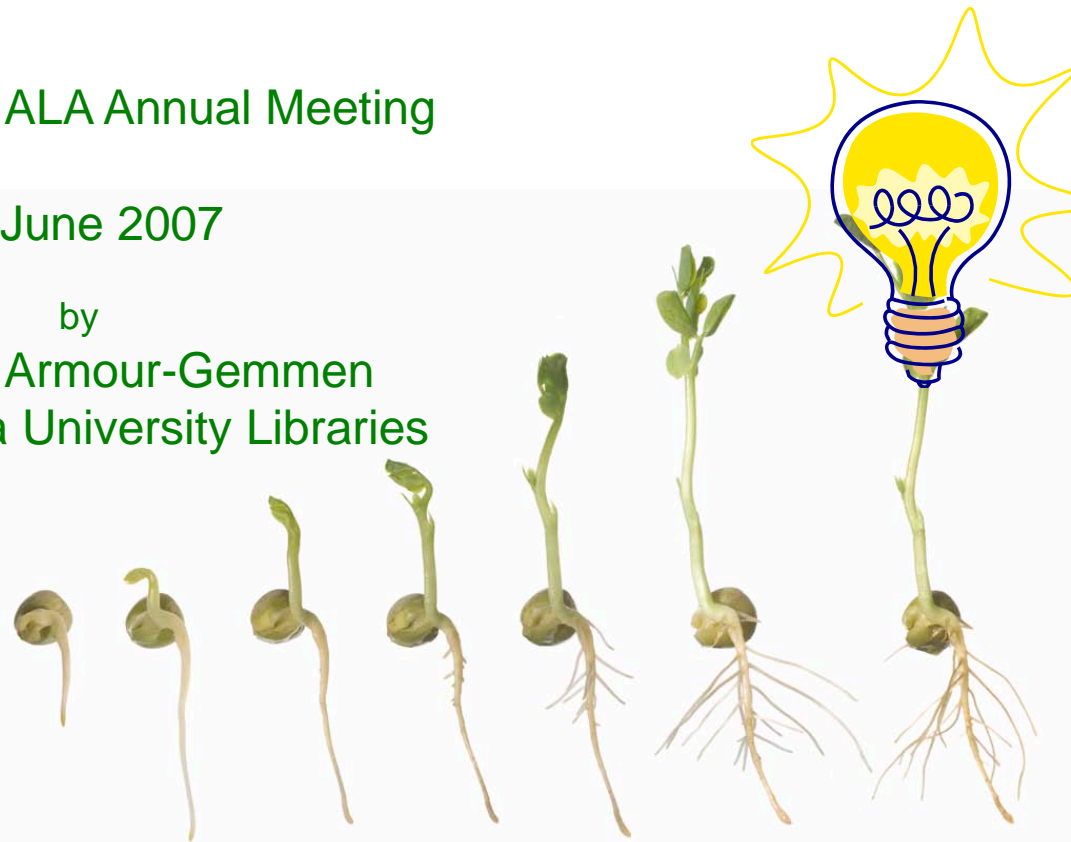
## A University Library Perspective

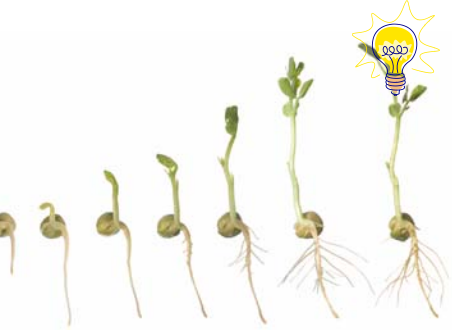
Presented at ALA Annual Meeting

23 June 2007

by

Marian G. Armour-Gemmen  
West Virginia University Libraries

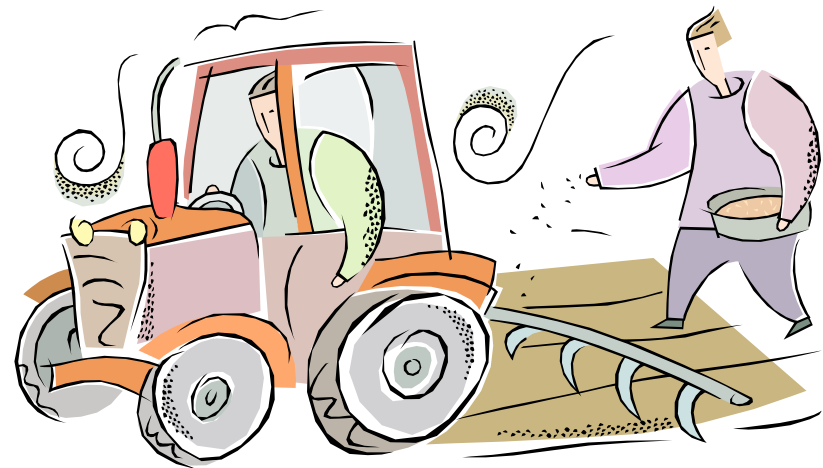


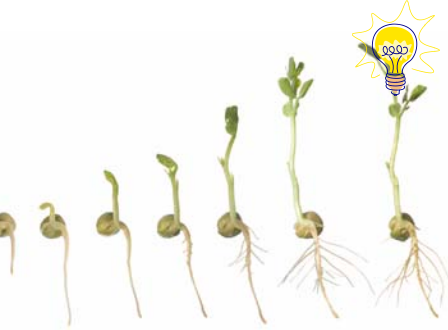


# Two Fields

***West Virginia University***

***State of West Virginia***

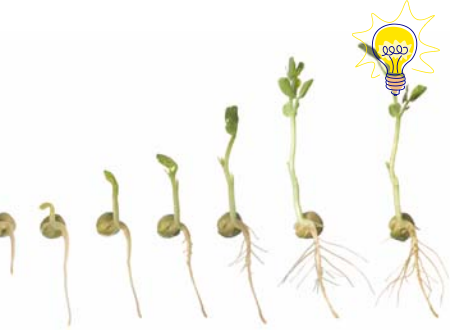




# Sowing Seeds

- ***Library Displays***
- ***Website***
- ***Email notices to local attorneys & agents***
- ***Email notices to local inventors***





# Sowing Seeds

## *Library Displays*

*Highlight your collection*

### *Types*

- Bulletin Boards
- Posters
- Display Cases
- Electronic

### *Themes*

- Type of Intellectual Property
- Events in News
- “Hot” Technologies
- Events in the Community





# Sowing Seeds

## *Website*

**Useful links**

**Tutorials**

**Contact Information**

**Holdings information**

**Additional Web resources such as State  
Patents**





# Sowing Seeds

***Email notices to local attorneys & agents***

**Notices from Federal Register along with  
\*.pdf of FR pages**

**Articles of Interest**

**Announcements of Workshops**





# Sowing Seeds

***Email notices to local (WVU) inventors***

**Congratulating the grant of Patent**

**Announcement of Published Application**

**Include link to Patent or Application**





# Watering the Garden

- ***Networking with WVU Office of Technology Transfer***
  - Providing Training to attorneys and assistants
  - Providing updated information from Annual Seminar
- ***Presentations for Classes***
  - Introductory Patent searching with specialized modules for specific needs:
    - *e.g. Plant Patents; pharmaceuticals; design patents; technology education*

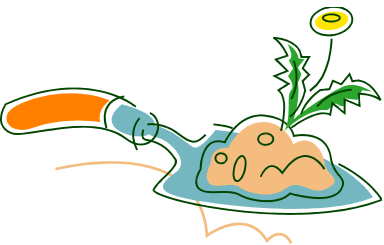




# Weeding the Garden

*(Dispelling the Keyword Myth)*

- ***University-wide workshops***
  - Faculty and Student Patent Search Training
- ***Statewide presentations***
  - State Library Association
  - Other opportunities
    - *State conferences on IP, State Conferences on Information Technology, Innovator Group Meetings*
- ***One on One Training by Appointment***
  - Usually patent search training
  - Geared toward inventor's interest





# Tending the Garden

- ***Phone and Email Reference***

- Specific patent access questions
- Specific guidance on choice or location of forms
- Specific guidance on the structure & procedures of the Patent and Trademark office



- ***Librarian Keeps current with IP issues***

- Attend Annual Seminar
- Read listserv
- Read articles and news relevant to IP issues
- Participate in discussions related to IP





# Harvesting

- Increased Awareness of Patent & Trademark Resources
- Increased use of Collection
- Increased Reference Questions
- Increased number of patent applications
- Increased awareness of Intellectual Property Rights
- Providing Community with up-to-date information about Patents and Trademarks

