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PATENT SEARCH KEYWORD WORKSHEET

       With any type of digital searching, either computer databases or on the Internet, it is important to use the correct key words to describe your invention. If you don't use the correct key words, you may miss an important reference.

       Do not confuse your invention's trademark or trade name with what it is. For example, it is a cotton swab, not a Q-Tip®. It is a facial tissue, not a Kleenex®. It is a photocopy, not a Xerox®. The trademark or trade name is the name by which the product is or will be known in the marketplace. Trademarks should always be used as adjectives, not nouns. Trademarks are very important, and you should seek competent legal advice with regards to your trademark at the appropriate time (after you actually have a product idea worth putting money into, which you don't know yet). What we are looking for on this worksheet is the phrase that best describes your product.

1. If you had to pick one phrase to describe your product, what is it?

_____

2. Are there any synonyms for these words? (Use a Thesaurus for examples.)

(_____or _____or_____or_____)
AND

(_____or _____or_____or_____)
AND

(_____or _____or_____or_____)

3. List a few concept keywords that differentiate your product from others. What features are on your product that are not in others? What makes your invention unique?

_____ _____ _____ _____

Now you have a good head start in finding patents and products. To get your initial search strategy, put all of these categories between parentheses, and then combine them all with the keyword operator "AND." For example, on a bracket for mounting a CD jewel case to the wall so you can see the cover artwork (cdsnaps.com), you might use the following strategy for Google:

    (bracket OR clip OR holder OR support) AND (cd OR disk OR disc OR dvd) AND (wall OR door OR "vertical surface") AND (case OR box OR "jewel case") uspclass:"206/457"

Once you have a search strategy, you can adapt it for the particular database or Internet site.