

PATENT PENDING

The Secret Marketing Tool That Propelled International Brands to #1

MARKETING

Don't just "tell" customers your product's New. Stamp it "Patent Pending" and they'll "know" it's New and Cutting Edge



DETERRENT

Scare off competitors with a Patent Pending Number. For a year, they won't know what you've patented, or where it may be extended

“Patent Pending”

Protection X

Marketing ✓

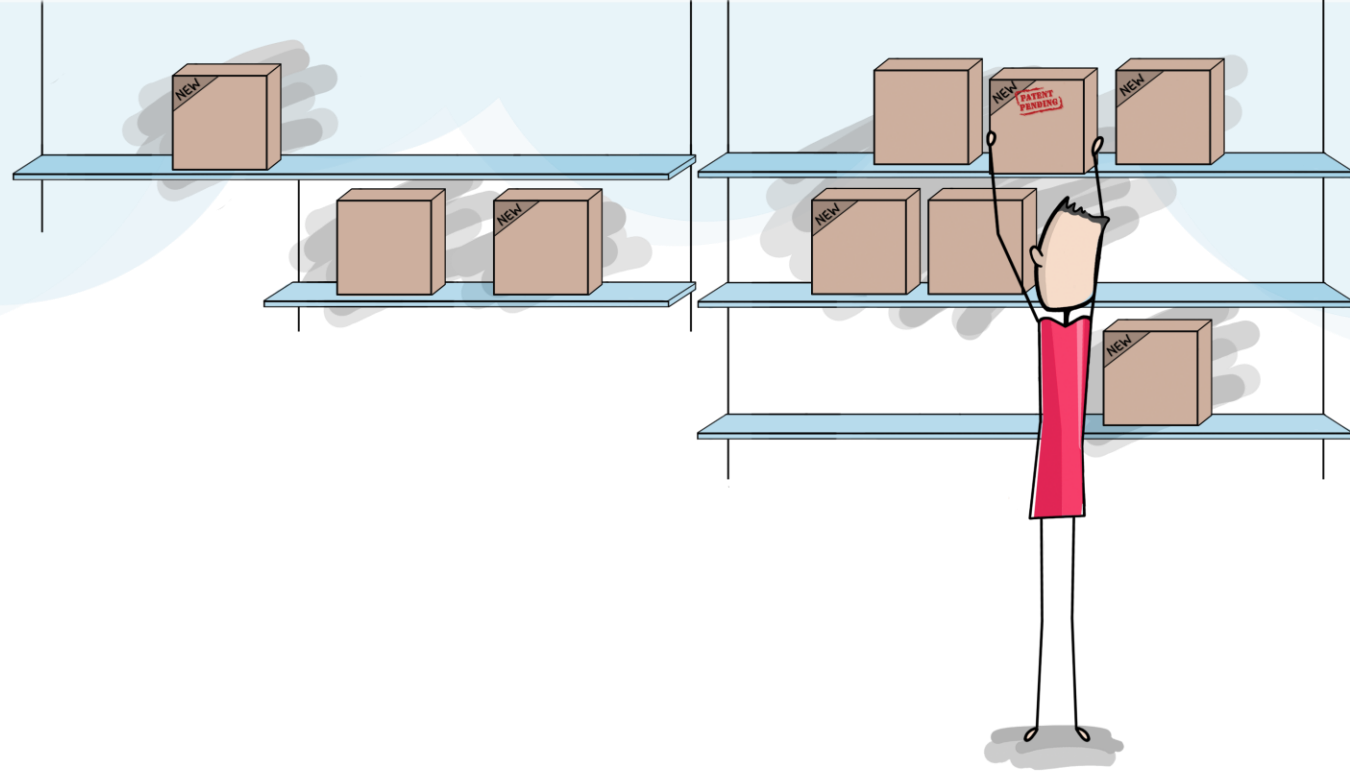
Deterrence ✓

Differentiate your product in the customer's mind, making it stand out in a crowd of me-too products.



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New



Nothing "confirms" that your product is NEW
better than a Patent Pending Number.





Your competitors
claim it

vs.

Your customers
know it

Most competitors merely "claim" their products are NEW.

By simply adding a "PATENT PENDING" stamp, your customers will "know" it. In a forest of claimed "new" products, yours will stand out!



Lifesavers' Patent Story



For years, everyone thought LIFESAVERS patented the hole in the centre of the sweet. So, they steered clear of copying it. Well, wasn't that why they were called LifeSavers? No. Lifesavers actually patented the little **tear-strip** that opens the wrapper. More than 100 years later, LIFESAVERS remains dominant.





Technological Innovation



When customers see "PATENT PENDING", they "know" the product includes a TECHNOLOGICAL INNOVATION.

Everybody loves technology. And, if customers "see" it in your product and not in those of your competitors, yours will likely be picked.

Communicating your innovative step is laborious for you, and tiresome for the customer. They don't want to understand it. They just want to "know" it's there. Has Pantene ever clarified "PRO-V"? No. But, everyone wants it. Why? Because it's "technological" and the fact that no-one understands it adds to the allure.



Audi's Patent Story



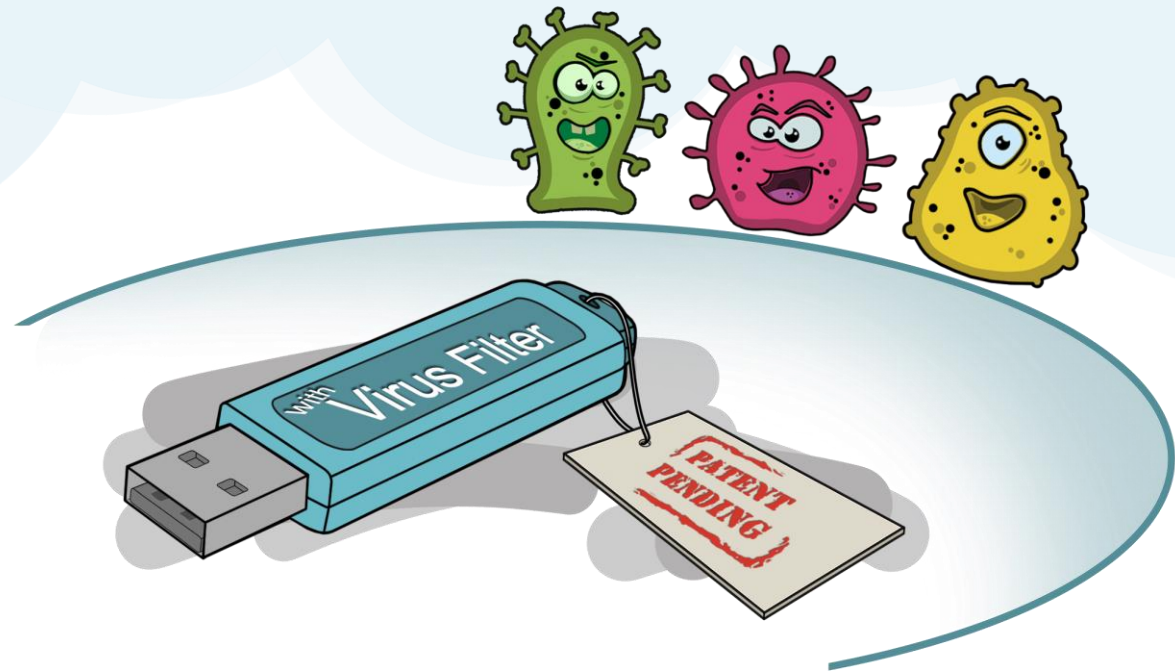
In 2006, Audi's tv ad claimed:

"it had filed 3,000 more patents than NASA in seeking to create the best car", emphasising that "to get to the A6, Audi filed 9,621 patents."

Because of the patents, Audi customers "knew" the A6 was technologically innovative ... that Audi had "vorsprung(ed) durch technik".



Validation



In a similar way that:

a FDA stamp validates that a foodstuff is safe; and
a CE mark validates that an electrical product has been tested,

a Patent Pending Number issued by an official Patent Office is recognized by customers as VALIDATION
that your product is:

NEW; and
TECHNOLOGICALLY INNOVATIVE.

The Patent Pending Number similarly "validates" the statement in
your patent title.

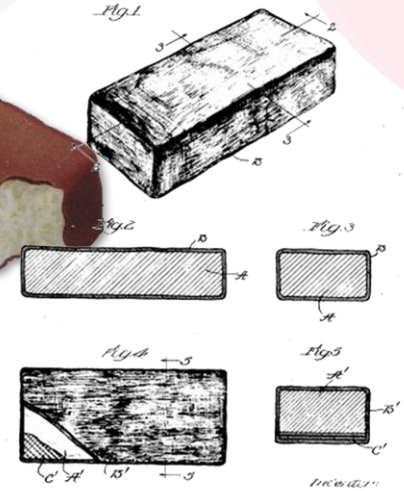


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Eskimo Pie's Patent Story



1,404,539 .
C. K. NELSON,
CONFECTION,
APPLICATION FILED DEC. 23, 1921. Patented Jan. 24, 1922.



Immediately upon launch ESKIMO PIE chocolate-coated ice cream was a big hit - customers knew it was a "new & innovative" confectionary because it said "Patent Pending"; and competitors feared to copy it. Surely, it must've been a humdinger of a patented feature that enabled ESKIMO PIE to monopolise the chocolate-coated ice cream bar market for 100 years? Well, not quite. Eskimo Pie simply patented:

"chocolate-coated ice cream"



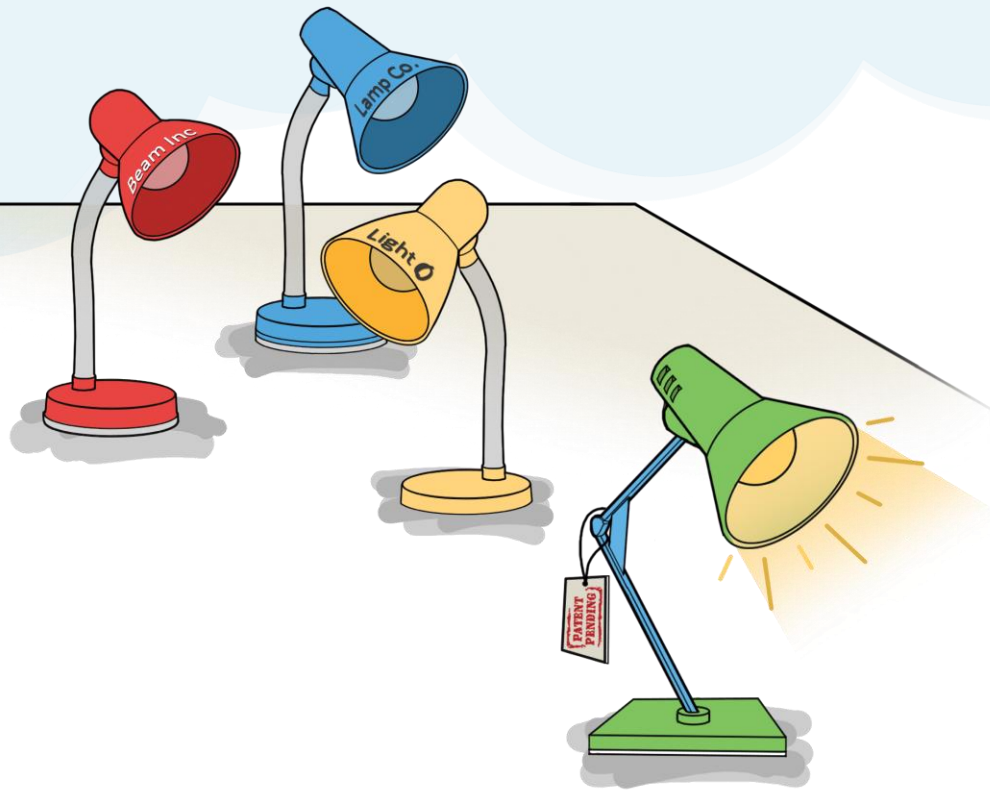
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Deterrence



Scare off competitors with a Patent Pending Number. For a year, they won't know what you've patented, or where it may be extended.





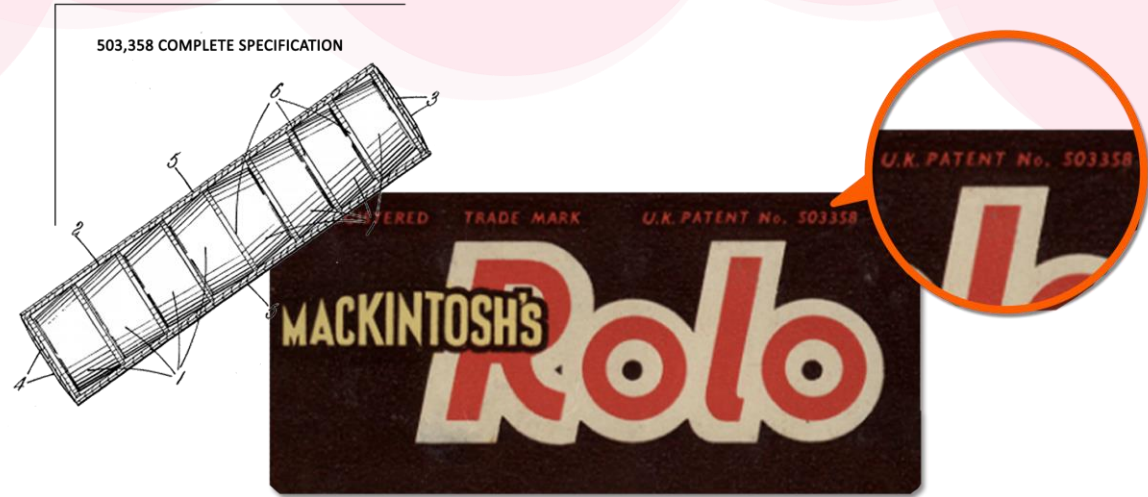
Uncertainty = risk, and risk induces inertia.

Ultimately, you may decide that patents aren't for you. But, the Patent Pending Number has given your product "room to grow" and root itself in the market.



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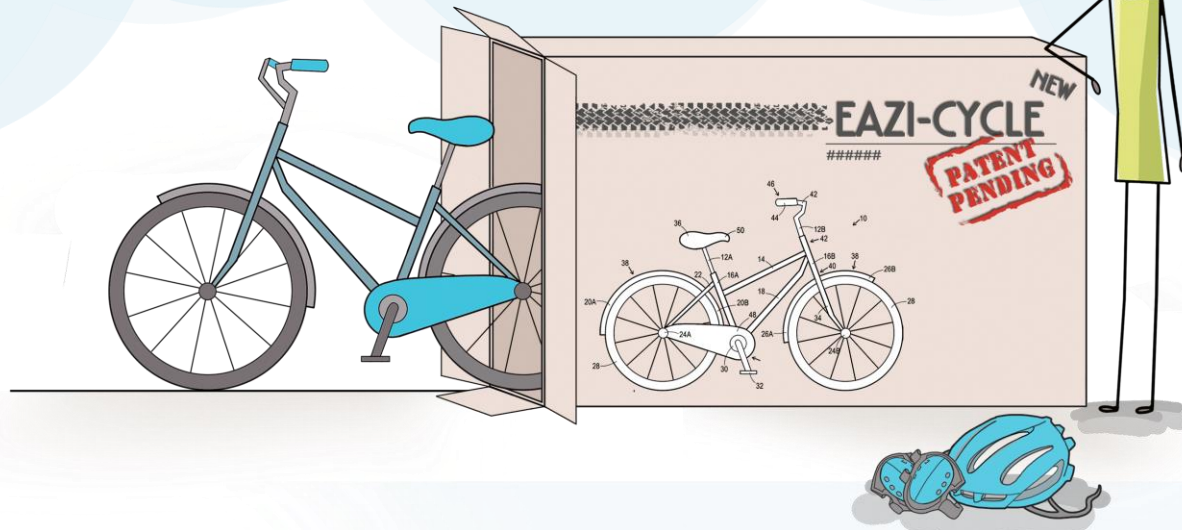
Rolo's Patent Story



"Patent Pending" prominently marked on ROLO sweets told customers it's "New", and kept competitors guessing what's protected. Was it the caramel centre, the cylindrical stack or the frusto-conical shape? None of these. Rolo merely patented **placing a paper sleeve around a foil wrapper**. Today, ROLO is securely entrenched in its corner of the market.



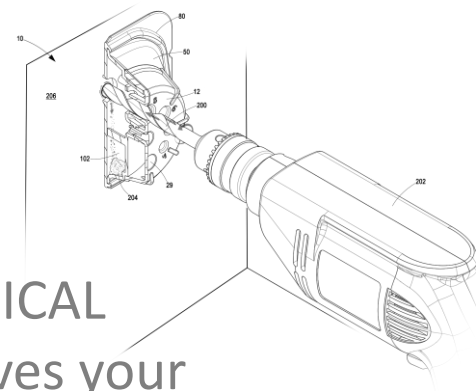
Technical Drawings



Include a technical drawing (with reference numerals).

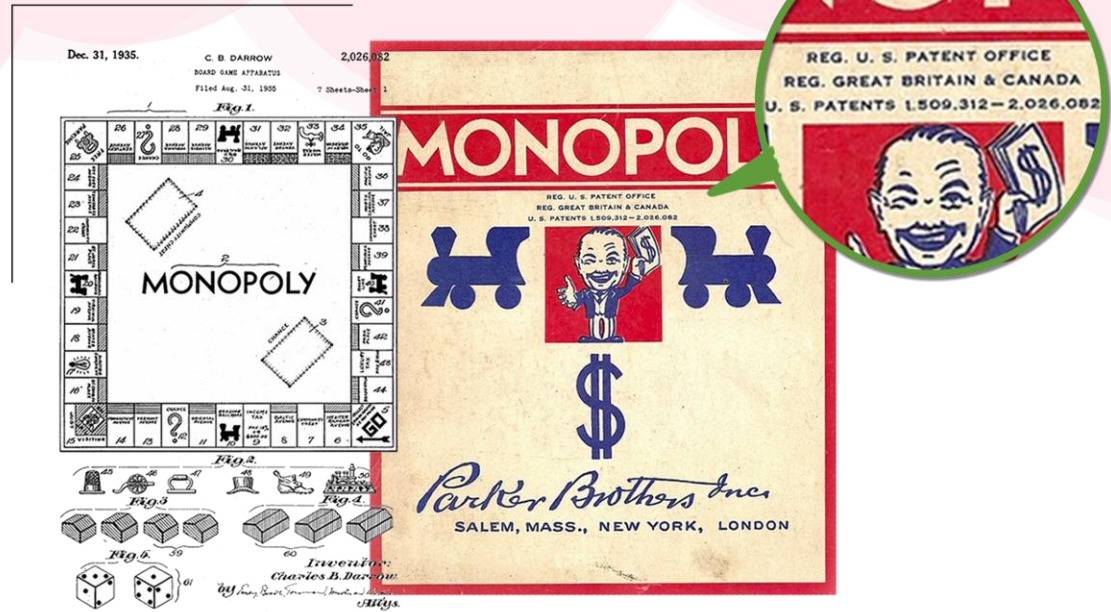
Then add the drawing to your label.

This reinforces the impression of TECHNOLOGICAL INNOVATION in the mind of the customer, and gives your Patent Pending Number "substance".



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Monopoly's Patent Story



100 years on and 275 million sales later, MONOPOLY remains everyone's favourite game. The source of its monopoly lay not in the name, but in a "patent pending" mark, which kept copycats at bay and customers intrigued.

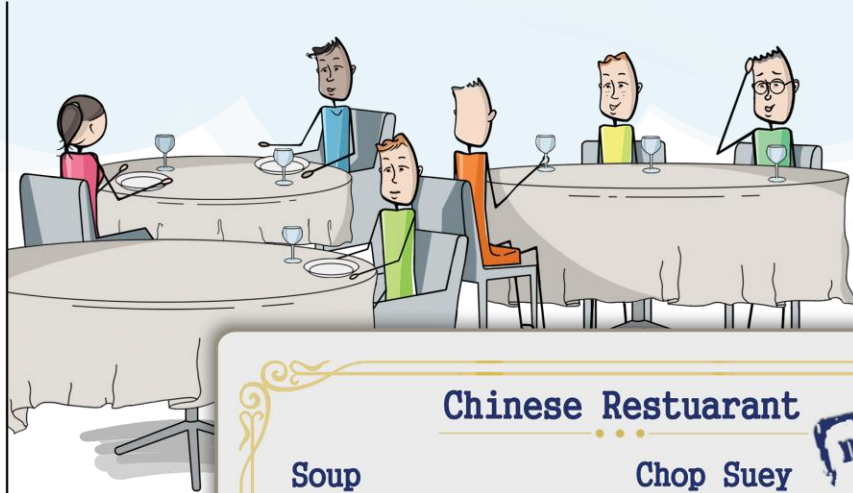
But, what was patented? "**Grouping adjacent playing spaces and increasing rentals as a player obtains spaces within a group.**" Simple, yet so profitable!



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Quirky

Or, simply just communicate "QUIRKY FUN"! Take the one thing that everyone's previously treated with uber-stiff-upper-lip, British-fastidious seriousness - Patent Pending Numbers; turn it on its head; and convert it into FUN. Why? Because it's good old-fashioned, wholesome FUN.



Chinese Restuarant		DES PENDING
Soup	Chop Suey	
214857 \$6.50 V Indication of the product: Corn Soup Design number: 214857	749663 \$10.40 Indication of the product: Beef Chop Suey Design number: 749663	
814552 \$6.00 V Indication of the product: Vegetable Soup Design number: 814552	698800 \$9.80 Indication of the product: Chicken Chop Suey Design number: 698800	
358995 \$7.50 Indication of the product: Chicken Rice Soup Design number: 358995	015223 \$10.40 Indication of the product: Pork Chop Suey Design number: 015223	
784265 \$7.00 Indication of the product: Chicken Noodle Soup Design number: 784265	003214 \$7.00 V Indication of the product: Vegetable Chop Suey Design number: 003214	
124778 \$8.40 Indication of the product: Shrimp Soup Design number: 124778	996021 \$12.40 Indication of the product: Shrimp Chop Suey Design number: 996021	





214832

COINTREAU VIRTUAL



Trade mark name	Contra Virtual
Application number	2017-02168
Application name	Jack Thompson
Application date	09-12-2017
Trade mark status	Registered
Trade mark office	Trade mark office
Nice class	33




Intrigue customers to see parts of the restaurant menu they generally overlook - desserts and hot drinks.



Emphasise the aesthetic quality of your food.

SO DESIGNER



D0526518-0001	
	
Indication of the product	Pieza de sushi (cobertura)
Design number	D0526518-0001
Owner name	INVERSIONES BONA NOVA, S.L.U.
Date	18-12-2017
	Registered and fully published
	ES
	01.04

**it's DESIGN
PENDING**



ROLO FAKE IT



Rolo patented its packaging. The content was not relevant but by marking the roll of chocolates with a patent number everyone thought Rolo chocolates were "Patented".



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Jelly Bean's Patent Story



Everyone loves JELLY BEANS, and they've done so for over 150 years! What initially encouraged customers to try it ... and competitors to "shy away", was its "Patent Pending" mark. The serious patented technology behind "the most flavoursome bean on earth" was an incredibly underwhelming:

"Sugar-coated marshmallow"



Title



Although short, Patent Pending titles work - because they're backed up by Patent Pending Numbers, customers "know" there's science behind it. No need to explain further. Just hint.





Margarine: "Patent Pending 2018/08523 "Cholesterol substitute""

Booties: "Patent Pending 2018/09513 "Safety soles""

Napkin: "Patent Pending 2018/03431 "Stain wipe coating""

Socks: "Patent Pending 2018/04626 "Thermal pocket""

Glasses: "Patent Pending 2018/05352 "Pure-view contour""

Watch strap: "Patent Pending 2018/02251 "Ventilation pores""

Chair: "Patent Pending 2018/06753 "Posture corrector""



Pantene's Patent Story

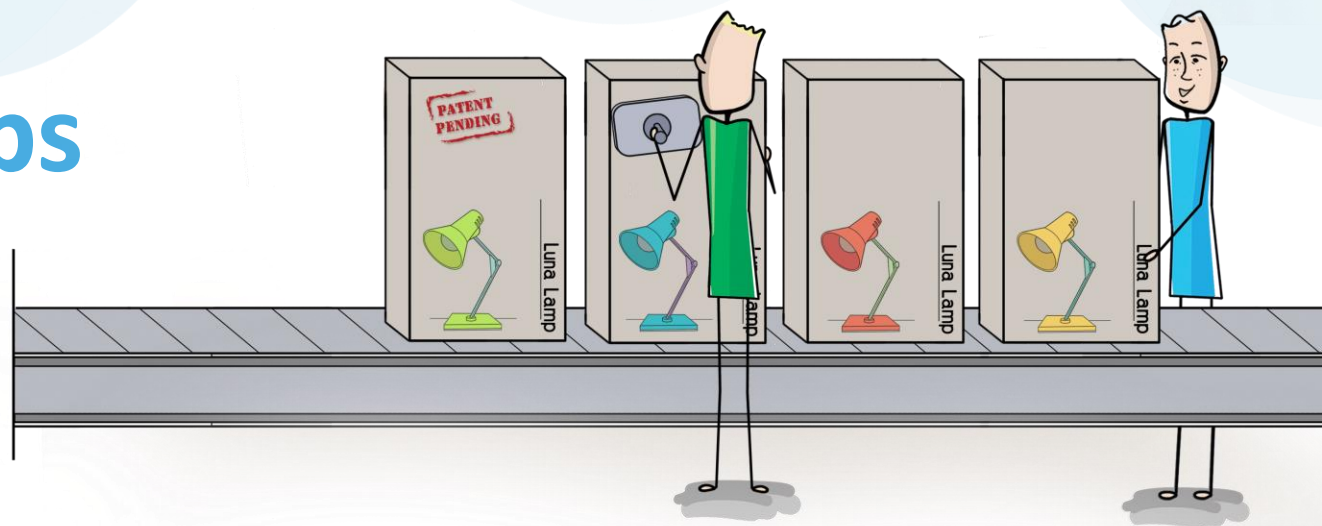


Coin a new word for your "new technological feature" (e.g. Pro-V) and trademark it. Then, market your technologically advanced product as having the trademarked additive / feature (Pro-V). Just don't ever describe your technology. The trademark will ensure that no-one else's product can claim to include "Pro-V". So, in time, even if all your competitors add Panthenol and Panthenyl Ethyl Ether to their shampoo, customers will still buy yours, because it's got Pro-V!

Brilliant!



Stamp Tips



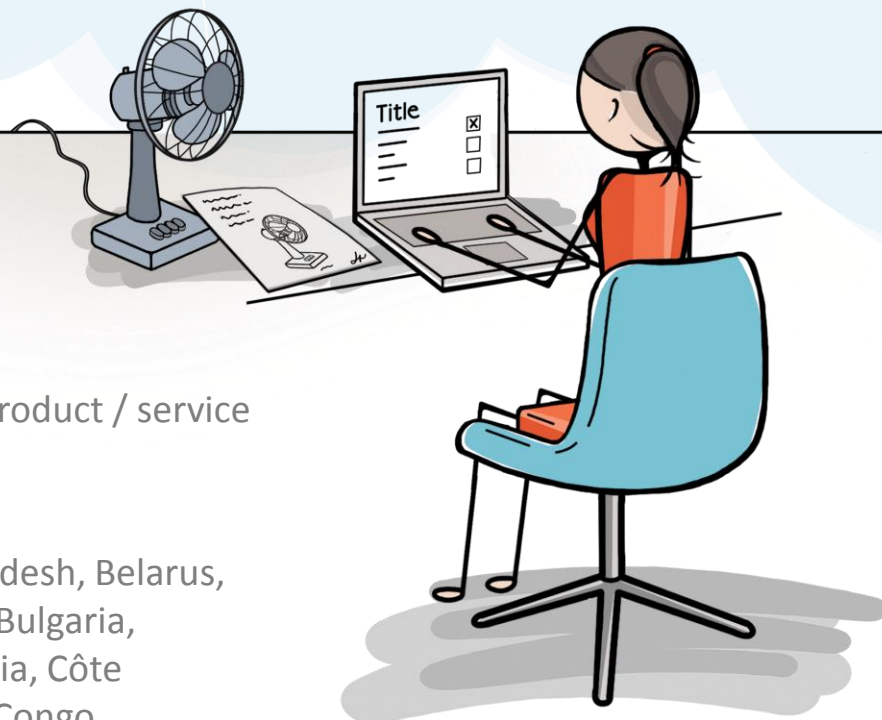
1. Get a Patent Pending Number
2. Mark your product "NEW" or "IMPROVED"
3. Proudly associate these marks with a "PATENT PENDING" stamp
4. Add the Patent Pending TITLE to hint at a "benefit"
5. Include the Patent Pending NUMBER for "validation"
6. Add a technical drawing



Countries

A Patent Pending Number allows you to mark your product / service
“Patent Pending” in 177 countries, including:

Algeria, Angola, Argentina, **Australia**, Austria, Bangladesh, Belarus, Belgium, Bosnia and Herzegovina, Botswana, **Brazil**, Bulgaria, Cambodia, Cameroon, **Canada**, Chile, **China**, Colombia, Côte d'Ivoire, Croatia, Cuba, Cyprus, Czech Republic, D.R. Congo, Denmark, Egypt, Estonia, Finland, **France**, **Germany**, Ghana, Greece, Hungary, Iceland, **India**, Indonesia, Iran, Iraq, Ireland, Israel, **Italy**, Jamaica, **Japan**, Jordan, Kazakhstan, Kenya, Kuwait, Latvia, Lebanon, Lithuania, Luxembourg, Malawi, Malaysia, Mexico, Monaco, Morocco, Mozambique, Namibia, Netherlands, New Zealand, Nigeria, Norway, Pakistan, Panama, Peru, Philippines, Poland, Portugal, Qatar, S. Korea, Romania, **Russia**, Saudi Arabia, Senegal, Serbia, Singapore, Slovakia, Slovenia, **South Africa**, Spain, Sri Lanka, Sudan, Sweden, Switzerland, Syria, Thailand, Tunisia, Turkey, Uganda, Ukraine, United Arab Emirates, **United Kingdom**, **United States of America**, Uruguay, Uzbekistan, Viet Nam, Zambia and Zimbabwe.



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Levi's Patent Story



LEVI's pants were "new & innovative", and customers knew it. Because, LEVI's proudly marked its jeans "Patent Pending". And, this little mark also deterred competitors from entering the market long enough for LEVI's to be recognised as the "Original jeans" - a valuable status that LEVI's will never lose ... a status that today generates over \$5 billion in annual revenue! Did LEVI's patent denim, or the blue colour? Neither. LEVI's patented the little **rivets at the edges of the pockets**! A feature so inessential, that they're absent on most jeans sold today.



Design / TM Pending

214832		Design
		
Indication of the product	Container	
Design number	214832	
Owner name	Jane Smith	
Filing date	06-09-2018	
Status	Registered and fully published	
Design office	GB	
Class	09	

2018-13574		Trademark
		
GermoClean		
Trade mark name	GermoClean	
Application number	2018-13574	
Applicant name	Jane Smith	
Application date	20-02-2018	
Trade mark Status	Registered	
Trade mark office	GB	
Nice Class	03	



“Design Pending Number”

- Upcoming clothing range

“Trademark Pending Number”

6 months for only \$99

D0525050-0019		Design
		
Indication of the product	Rops de vestir	
Design number	D0525050-0019	
Owner name	Young Joo Lee Chang	
Filing date	15-3-2017	
Status	Registered and fully published	
Design office	ES	
Class	02.02	





Waze's Patent Story



In 2009, Waze got a "Patent Pending Number" for a real-time "feedback loop" that continually re-calculates the "optimal route".

In 2014, the patent was assigned to GOOGLE. And, in 2015 the patent application was abandoned. It had done its job - deterred competitors, attracted investors and triggered an "exit".



Top Tip

1. Identify an “intuitive benefit” – one that customers will readily accept as “obvious”
2. Design a feature / composition that is directed at this “benefit”
3. Get a Patent Pending Number (with suitable title) for the feature / composition, but keep this feature / composition secret
4. Coin a “word” for your new feature / composition technology (e.g. “AntiGerm”- ok; “G-Cide” - much better)
5. Trademark register the word G-Cide



Then ...



Top Tip



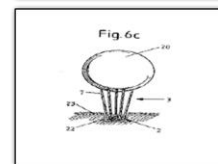
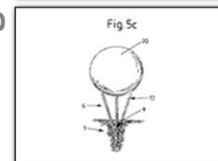
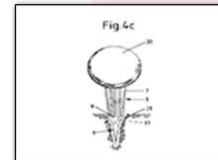
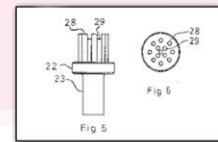
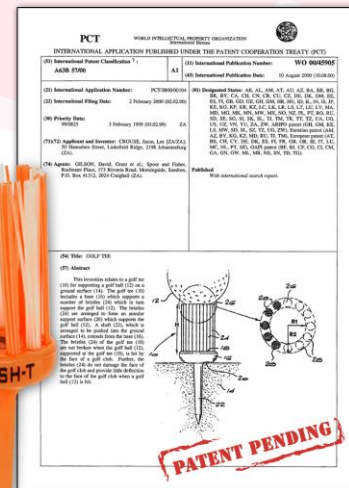
...

Market the benefit arising from your
“Patent Pending” G-Cide™ technology
(... clearly “new” & “technological”, and presumably “validated”)

When the market “demands” your unique G-Cide technology, only
your products will **EVER** include G-Cide!



Brush T's Patent Story



Pre-Existing Bristle Tees

Every golfer knows the legendary “patented” Brush-T. But, Brush-T never mentions a patent number, nor details what was patented. So, what was patented? The bristles? No. Bristled golf tees were old hat. The patent application focused on bristles with inside and outside radii of exactly 5mm and 7.5mm - the “thinnest” patent ever! But very effective when coupled with “USGA approval”.

Brush-T’s “patent” and “approval” – wholly ineffective protection against competitors; highly effective marketing tool.





How?

Most products have features that can justify a Patent Pending Number. They aren't always the "obvious ones".

Go to
PatentPendingNumber.com

Get a Patent Pending Number online within 5 min. for only \$99

Then proudly stamp your product "Patent Pending" in 177 countries for 12 months

