

Legal Hacks for Creators, Inventors and Entrepreneurs

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Welcome back to my very short and informal newsletter, sharing a bit of what I find interesting, quirky or just fun about intellectual property law and patents. I publish this newsletter periodically to share at least one idea that I think you will find both engaging and useful.



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PATENT STRATEGIES FOR TECH STARTUPS

With patents, quality far outweighs quantity. Having a comprehensive, well-defined patent strategy is key to attracting investors now and in the future by providing a solid roadmap of where you want to take your idea and how you can maximize their investment.

In this [video](#), I discuss the crucial elements of a sound patent strategy, including ensuring a focus on the customer relationship and experience, having a diverse portfolio of patents that protect the design and technologies to enable that customer experience and prioritizing the order in which you file patents to ensure the most critical and fully developed ideas are patented first.

I present a real-world, concrete example of a popular, established product and detail how each component of that product fosters a unique customer experience and can be protected with thoughtful patent strategy. I also provide a brief refresher on what a patent is, including the benefits of how it can protect your invention.

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WHEN OTHERS TELL LIES ABOUT YOU – SLANDER AND LIBEL: THE LEGAL BASIC OF DEFAMATION

You were told on the schoolyard that sticks and stones may break your bones, but words can never hurt you. But when it comes to defamation, that childhood saying may not be as correct as you thought.

In this [video](#), I discuss the laws that cover speech that harms reputation known as defamation and the differences between slander and libel. I address the four items that must be present to demonstrate defamation as well as the four categories of defamation per se that if present, automatically presume harm to reputation and establish damages in a lawsuit.

I also address the tension that exists between the right to free speech enshrined in the U.S. Constitution and the right of individuals to not have unwarranted damage done to their reputation; why it is difficult for public figures to win defamation suits; and touch on the Spotlight Effect, which suggests that many of us perceive that more people pay attention to us than really do, which is especially relevant in today's technologically connected world where defamation can be only a few keystrokes away.

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If you've missed previous issues, [CLICK HERE](#) and read them all!

ABOUT JOHN FERRELL

John Ferrell is a founder and patent attorney at the Silicon Valley law firm of Carr & Ferrell. The author of two books and a growing YouTube channel on Intellectual Property, John's passion for creating and protecting patent monopolies is reflected in his representation of many of the world's most important companies and inventors—some 5,000 so far.

Founded in 1992, Carr & Ferrell has filed more than 10,000 patent applications covering nearly every imaginable technology. John is admitted to practice law in California; numerous Federal jurisdictions, including before the U.S. Supreme Court; and in the U.S. Patent and Trademark Office.

John Ferrell, Attorney at Law
Carr & Ferrell LLP
411 Borel Ave., Ste. 603
San Mateo, CA 94402
Phone: 650.812.3408
Email: jferrell@carrferrell.com
Webpage: [Carr & Ferrell](#)



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