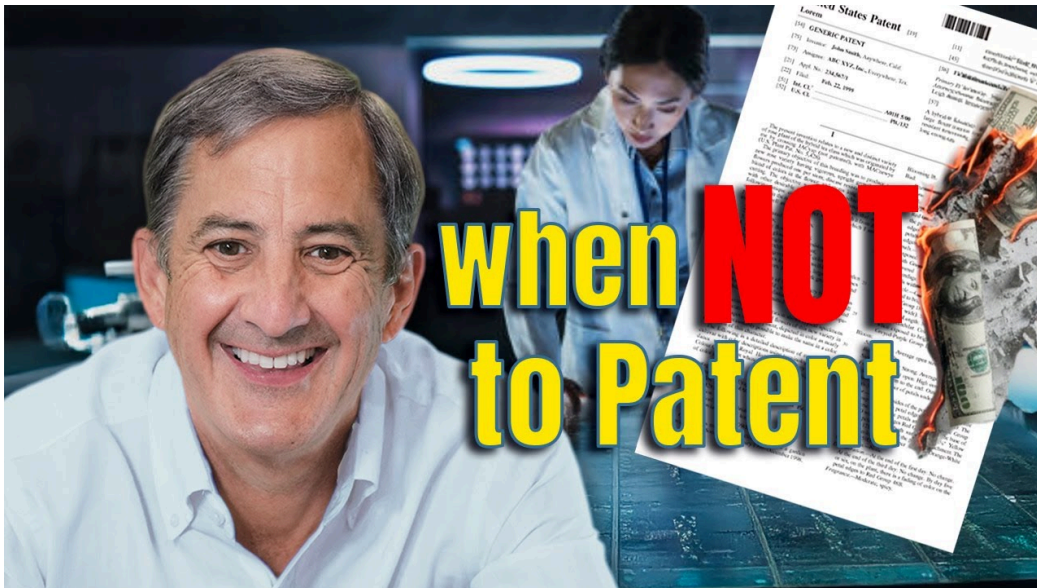


October 2025 Edition

From the Desk of John Ferrell



When Getting a Patent Is a Bad Idea

Not every invention should be patented and sometimes filing too early or too broadly can backfire. In this new video, John Ferrell explains when seeking a patent might not be the smartest move, and how to recognize when trade secrets or limited disclosure make more sense. A must-watch for founders weighing risk versus reward.

[Watch Our Video](#)



In the News

Anthropic to Pay Authors \$1.5B in Landmark AI Copyright Settlement

Anthropic has agreed to a \$1.5 billion payout to settle claims that it trained its AI models using pirated books and copyrighted content. The settlement could redefine how AI companies source data and compensate creators going forward.

[Read more](#)

Is Google Helping Retailers Produce Counterfeits?

A growing number of IP watchdogs allege that Google's advertising tools indirectly aid counterfeit product listings online. Critics say the tech giant isn't doing enough to vet sellers, while Google insists it's improving its enforcement programs.

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Are Utility Patents That Produce Multiple Designs Evidence of Functionality?

A recent court ruling found that CeramTec's patented pink ceramic hip implant could not be protected as trade dress, as the color was tied to a functional material feature. The case highlights the importance of clearly separating ornamental design elements from functional aspects in patent claims.

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Warner Bros. vs. Midjourney: Is AI Plagiarizing Iconic Characters?

The studio behind DC and Harry Potter is accusing AI art generators of copying its most recognizable imagery. The lawsuit could set precedent for how far AI tools can go when referencing, or replicating, protected creative works.

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Apple Sued Over Voice Recognition Technology

A smaller tech firm has filed suit against Apple, claiming its patented voice recognition system was copied in newer iOS features. The case revives debate over how major tech players balance innovation with fair use of emerging ideas.

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Your Legal Questions Answered

How Do You Create a Patent Strategy as a Tech Company?

With fast product cycles and global competitors, timing is everything.

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Are U.S. Patents Enough?

If your product sells internationally, you may need more than U.S. protection.

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What Should You Ask Before Taking the Patent Plunge?

Before filing, ask: Is this truly new? Will it add business value? Can you enforce it?

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Do you have a question that needs answering?
[Send us your query](#) and we will include the answer in a future newsletter.

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