

“Intellectual Property: An Introduction”

Phil Dowd, Director of Intellectual Assets
Arizona Technology Enterprises

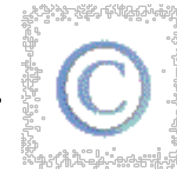
Overview

- Introduction—What is IP?
- IP Basics
 - Patents
 - Copyrights
 - Trademarks
 - Trade Secrets
- Copyright & software
- Patents
 - Requirements for patenting
 - Utility patent
 - Design patent
- Tech Transfer at ASU
- Patent examples



IP Protection

- **Intellectual Property**
 - “Property” created in the mind. Creativity and innovation can be owned in the same way as physical property.
- **Patents**
 - Must be novel, have an inventive step (non-obvious), and utility.
 - Patent must have a technical description and claims.
 - Relatively strong protection with public policy underpinnings—must disclose invention to obtain exclusive rights.
- **Copyrights**
 - Fairly narrow protection, but “automatic” to achieve.
 - Registration enhances legal rights and remedies.
- **Trademarks – brand/product identity**
 - Protection based on continuous use.
 - Public policy underpinnings—protect the consuming public
 - Associated with specific goods and services.
 - Quality assurance and brand recognition.
- **Trade Secrets**
 - Protect secret information so long as secret, possibly forever
 - Potentially vulnerable



Organization are protective of trademarks!

<http://www.cc.com/video-clips/qs3r6w/the-colbert-report-logo-restrictions-for-the-super-bowl>



Copyright

- Copyright is achieved at the time a work is created in tangible form
- Notice is voluntary, but recommended
- Official copyright registrations (in the US) are registered with the US copyright office (part of the Library of Congress)
- Proper notice of work: © year, name
 - e.g. For ABOR-owned materials © 2015, Arizona Board of Regents
 - Official registration not required for this
- Registration allows “statutory” damages, not just “actual” damages

- Copyrights last
 - For the life of the author, plus 70 years
 - 95 years for corporations

- “Fair Use” doctrine allows limited copying of copyrighted works, e.g. for educational and research purposes, news reporting, commenting or criticism, and parody

Software Copyright

- Copyright extends to machine-readable software
- Proprietary software protected so as to prevent unauthorized copying
- End User License Agreements
 - Specify rights of end users
 - Might not “own” software but have a license with well defined terms
 - A right to use, tied to specific machine, make a backup copy of
 - No warranty, limited liability
- iTunes - a typical EULA
<http://www.apple.com/legal/internet-services/itunes/appstore/dev/stdeula/>

“You also agree that you will not use these products for any purposes prohibited by United States law, including, without limitation, the development, design, manufacture or production of nuclear, missiles, or chemical or biological weapons.”

Utility Patents

- Utility patents are generally believed to be the strongest form of protection
- A legal document fully describes the invention and gives the scope of the protection granted in claims, which result from “prosecution” before a patent office
- Technical description must support claims
- In return for full disclosure, exclusive rights can be obtained, preventing copying through reverse engineering or competitors to use your patented ideas without a license.
- To obtain a patent, you must meet the following criteria
 - Be “First” to file (or the first inventor to file in the US)
 - Idea must be “New” – i.e. novel or not within the “prior art”
 - Idea must be “non-obvious” – an additional inventive step differentiates the invention from prior art.
 - “Useful” means the invention works and/or can be used in something real
 - Invention must be adequately described for one of “ordinary skill” in the art to make and use the invention
- Public disclosure can limit the patent rights you can obtain.
- *Patent rights are territorial.*



Inventorship and Ownership

- The inventors are those who conceived of the ideas recited in the claims of a patent application*.
- People who simply help implement ideas, but don't conceive of any ideas are not inventors. They MAY be authors of papers and conference presentations.
- Inventorship MUST be accurate. All inventors must be listed and no “gratuitous” inventors can be added. Intentional incorrect inventorship will render a patent invalid and/or unenforceable.
- The owner is typically the employer for whom the inventors work.

*For more details, see <http://www.uspto.gov/web/offices/pac/mpep/s2137.html#doe206713>

Arizona Board of Regents IP Policy

Intellectual property creation and ownership determined according to the following categories

- Sponsor supported projects (outside organizations engage in sponsored research agreements with the university).
- University-Assigned Projects (work performed in the course and scope of employment).
- University-Assisted Projects (making significant use of university resources).
- Employee-Excluded Works (including student works (sect. A.2.c))

For full details, see

<https://public.azregents.edu/Policy%20Manual/6-908-Intellectual%20Property%20Policy.pdf>

(12) **United States Patent**
Neto

(10) **Patent No.:** **US 8,221,864 B2**
(45) **Date of Patent:** **Jul. 17, 2012**

Patent number

Title

(54) **TOILET PAPER ROLL HAVING ANGLED SIDES**

Inventors

(75) Inventor: **Tsutama Satake Neto**, Mogi das Cruzes-SP (BR)

Owner

(73) Assignee: **Kimberly-Clark Worldwide, Inc.**, Neenah, WI (US)

Filing date*

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 330 days.

Priority information

(21) Appl. No.: **12/647,729**

(22) Filed: **Dec. 28, 2009**

(65) **Prior Publication Data**
US 2010/0243780 A1 Sep. 30, 2010

Related U.S. Application Data
(60) Provisional application No. 61/164,016, filed on Mar. 27, 2009.

Classification & field of search (see also top of next column)

(51) **Int. Cl.**
B65H 18/28 (2006.01)
A47K 10/16 (2006.01)
(52) **U.S. Cl.** **428/43; 428/906**

(58) **Field of Classification Search** 428/43, 428/906; 242/160.1, 160.4
See application file for complete search history.

(56) **References Cited**

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WO	WO 97/22288 A1	6/1997
WO	WO 03/026472 A1	4/2003

Primary Examiner — Alexander Thomas

(74) *Attorney, Agent, or Firm* — Michael J. Sullivan

(57) **ABSTRACT**

Toilet paper rolls are provided with angled sidewalls that impart a wavy shape to the paper as it is unwound from the roll. When individual sheets within the roll are folded or otherwise superimposed on each other, the resulting combination provides an effective width that is greater than the actual width of the individual sheets. As a result, toilet paper sheets can be made narrower than conventional toilet paper sheets while maintaining wiping performance.

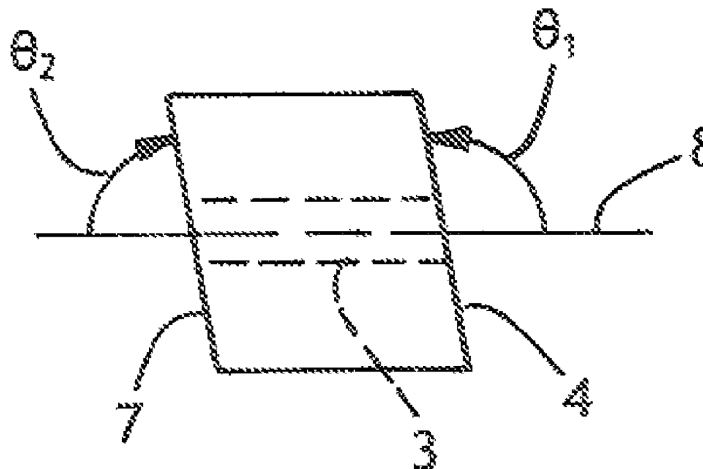
14 Claims, 2 Drawing Sheets

Grant date

References cited

Abstract

*Patents expire 20 years after non-provisional filing date



Representative drawing

1
TOILET PAPER ROLL HAVING ANGLED SIDES

This application claims priority from presently copending U.S. Provisional Application No. 61/164,016 entitled "Toilet Paper Roll Having Angled Sides" filed on Mar. 27, 2009, in the name of Tsutama Satake Nets.

BACKGROUND OF THE INVENTION

Toilet paper or bath tissue rolls have remained relatively unchanged since first being invented in the late 1800's, essentially consisting of a length of tissue paper wound onto a cardboard core to form a roll. The length of tissue paper has spaced-apart lines of perforation that run parallel to the axis of the core (perpendicular to the machine direction of the length of tissue paper). Typically, the width of the tissue paper is about 4 inches and the distance between lines of perforation is also about 4 inches, resulting in a "sheet" measuring about 4 inches square. The individual rolls are manufactured by first producing a tissue "log", which is essentially a very long wound roll of tissue paper that is subsequently perpendicularly cut multiple times into multiple individual rolls of toilet paper using a log saw. Tissue logs can typically be about 10 feet long, for example.

In use, a toilet paper user may unwind and detach several sheets from the roll and fold them over each other to provide sufficient hand protection during wiping. In most instances, only the central portion of the combined sheets may necessarily require two or more sheets to prevent fecal matter from contacting the fingers. Having multiple sheet thicknesses around the outer edges of the combined sheets may not be necessary to provide the required hand protection, where only one sheet thickness may be sufficient in those areas. In effect, conventional toilet paper sheets can be economically inefficient in that the sheets are larger than necessary and therefore are wasteful in terms of papermaking fiber utilization.

Therefore there is a need for a toilet paper product that provides not only adequate wiping performance and hand protection, but which is also more economical in terms of fiber utilization.

SUMMARY OF THE INVENTION

It has now been discovered that a more fiber efficient toilet paper product can be produced by cutting the tissue log at an angle relative to the axis of the log instead of cutting perpendicularly. This results in a roll of toilet paper that dispenses a sheet that is wavy or sinusoidal in shape as it is unwound from the roll. When two or more sheets are overlaid or folded onto each other, the effective width of the combined sheets is greater than the actual width of the individual sheets due to the curved edges of the individual sheets. This provides two or more sheet thicknesses in the central area of the combined sheets for maximum wiping protection, yet still provides sufficient hand protection around the edges. This enables the roll of toilet paper to be narrower than a conventional roll of toilet paper, yet effectively provide the same degree of functionality and hand protection.

Hence in one aspect, the invention resides in a roll of toilet paper comprising a length of tissue paper having spaced-apart lines of perforations that define individual sheets, said roll having first and second sidewalls and a rotational axis, wherein each sidewall forms an angle with the rotational axis, wherein the angle from the rotational axis to the first sidewall is an obtuse angle from about 95 to about 135 degrees and the angle from the rotational axis to the second sidewall is an

2
acute angle from about 45 to about 85 degrees. The two sidewalls of the roll can suitably be parallel (their angles add up to 180 degrees) or substantially parallel for manufacturing convenience, but the sidewalls can be significantly non-parallel if desired. As the obtuse angle increases and/or the acute angle decreases, the effective width of the tissue and the effective width of combining two or more individual sheets increases. By way of example, without limitation, a 3 inches wide sheet (actual width), when combined with an adjacent sheet on the roll, will provide an effective width of about 4 inches. Thus, a 3 inches wide toilet paper roll can provide essentially the same performance as a conventional 4 inches wide roll, thereby resulting in a fiber savings of about 25 percent.

The products of this invention can be made by any known tissue making process useful for making toilet paper. During the converting operations, all that is needed is to orient the log saw blades differently so that the tissue log is cut at the desired angle. There will be some waste at each end of the log due to the angled cuts, but this material can be recycled back to the tissue manufacturing process.

BRIEF DESCRIPTION OF THE DRAWINGS

FIG. 1A is a perspective view of a conventional roll of toilet paper.

FIG. 1B is a plan view of a conventional roll of toilet paper.

FIG. 2A is a perspective view of a roll of toilet paper in accordance with this invention.

FIG. 2B is a plan view of a roll of toilet paper in accordance with this invention, illustrating the angled sidewalls.

FIG. 3A is a plan view of a length of conventional toilet paper.

FIG. 3B is a plan view of a length of toilet paper in accordance with this invention, illustrating the wavy or sinusoidal shape of the unwound sheet.

FIG. 4 is a schematic view of the combination of two consecutive sheets taken from FIG. 3B, illustrating the increase in effective width.

DETAILED DESCRIPTION OF THE DRAWINGS

The invention will be described in greater detail in connection with the Drawings. The use of like reference numbers in different figures is intended to refer to the same features.

Referring to FIG. 1A, shown is a perspective view of a conventional roll of toilet paper 1 in which a length of tissue paper 2 is wound around a cylindrical cardboard core 3. Also shown is a first sidewall 4 and spaced-apart lines of perforation 6 that define the length of the individual sheets on the roll.

FIG. 1B is a plan view of a convention roll of toilet paper as shown in FIG. 1A. Shown is the first sidewall 4 and a second sidewall 7. The core 3 is shown in phantom lines and the rotational axis of the roll is depicted by reference number 8. As shown, the first and second sidewalls form an angle "θ" with the axis of the roll. In this case the angle "θ" is 90 degrees for both sidewalls.

FIG. 2A is a perspective view of a roll of toilet paper 10 in accordance with this invention. Shown is a wavy length of toilet paper 12 as it is unwound from the roll. The wavy sheet has opposing curvilinear sides 13 and 14 and contains individual sheets of toilet paper having a length defined by the distance between spaced-apart lines of perforation 6. Also shown is a first sidewall 4 and a cylindrical cardboard core 3. The toilet paper can be single-ply or multiple-ply (two-ply,

Priority data

Background

Summary

Drawings

Detailed description (specification)



Patent claims – the IP boundary

- Independent claims – ideally broad as possible
 - Dependent claims – add limitations
 - All claims supported by specification
 - A device and method of using device considered separate inventions.
1. A roll of toilet paper comprising a length of tissue paper having spaced-apart lines of perforations that define individual sheets, said roll having first and second sidewalls and a rotational axis, wherein each sidewall forms an angle with the rotational axis, wherein the angle from the rotational axis to the first sidewall is an obtuse angle from about 95 to about 135 degrees and the angle from the rotational axis to the second sidewall is an acute angle from about 45 to about 85 degrees.
 2. The roll of claim 1 wherein the first and second sidewalls are parallel.
 3. The roll of claim 1 wherein the obtuse angle is from about 105 to about 125 degrees and the acute angle is from 50 to about 80 degrees.
 4. The roll of claim 1 wherein the obtuse angle is from about 100 to about 130 degrees.

Patent Specification

- Details of the invention must be fully described
- Full description of every element of every figure
- You don't need to have made a prototype of the invention
- Simulation may suffice, or a simple list of instruction of what you would do and how that others could follow to get to the same result.
- If you have data/results/prototype, this is usually a specific example of what could be a broader invention, so include other methods/materials as appropriate to give broad coverage
 - If the invention is “snake oil” this may be an exemplary embodiment
 - A snake is a reptile
 - Oil is any material that is liquid at ambient temperatures that does not mix with water but that mixes with other oils or organic solvents
 - A better phrase may be “non-water soluble reptilian extract” (including but not limited to snake oil,

Design Patents

- Design patents do not focus on utility, rather unique design features.
- Specification is short – figures and one claim.
- Designs should be original, visible, and repeatable to make.
- Trademarks may be more appropriate for brand protection.
- Utility filings may be more appropriate in the cases where
 - A design of an article is dictated primarily by *function*
 - The method is more important, and may lead to variations in design.



US00D349127S

United States Patent [19]
Nelson

[11] Patent Number: Des. 349,127
[45] Date of Patent: ** Jul. 26, 1994

[54] PORTABLE, ELECTRONIC KEYBOARD
MUSICAL INSTRUMENT

[75] Inventor: Prince R. Nelson, Chanhassen, Minn.

[73] Assignee: Prince Rogers Nelson, Chanhassen, Minn.

[**] Term: 14 Years

[21] Appl. No.: 821,470

[22] Filed: Jan. 16, 1992

[52] U.S. Cl. D17/1

[58] Field of Search 84/423 R, 719, 723,
84/743, 744, 670, 718; D17/1, 2, 5, 7, 9

[56] References Cited

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D. 254.496	3/1980	Hill	D17/1
D. 278.066	3/1985	Garoogian	D17/1
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4.570.521	2/1986	Fox	84/670

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Hong Kong Enterprise Oct. 1989, p. 229.

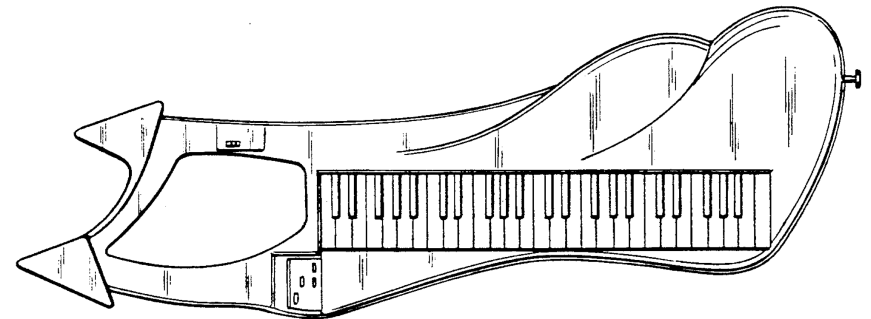
Primary Examiner—Bernard Ansher
Assistant Examiner—Adir Aronovich
Attorney, Agent, or Firm—Drucker & Sommers

[57] CLAIM

The ornamental design for portable electronic keyboard musical instrument, as shown and described.

DESCRIPTION

FIG. 1 is a front elevational view of a portable electronic keyboard musical instrument showing my new design;
FIG. 2 is a top plan view thereof;
FIG. 3 is a bottom plan view thereof;
FIG. 4 is a rear view thereof;
FIG. 5 is a first end view of my new design, which is a left end view of FIG. 1; and,
FIG. 6 is a second end view of my new design, which is a right end view of FIG. 1.



What Is Patentable, What is Not?

Almost anything under the Sun made by man is patentable subject matter.

- ✓ Machines and devices (e.g., new semiconductor device)
- ✓ Compositions of matter (e.g., new materials that can be used in new semiconductor devices or their production)
- ✓ Processes & methods of manufacture (e.g., process for manufacturing new semiconductor device)
- ✓ Software (when claimed properly) (e.g. a new GUI, Functions such as image compression, encryption, data storage, etc.)
- ✓ Plants & designs (some different rules apply)
- ✓ ~~Business methods (e.g., system for facilitating inventory control), Amazon's "one-click" patent (see http://news.cnet.com/8301-10784_3-9799269-7.html)~~

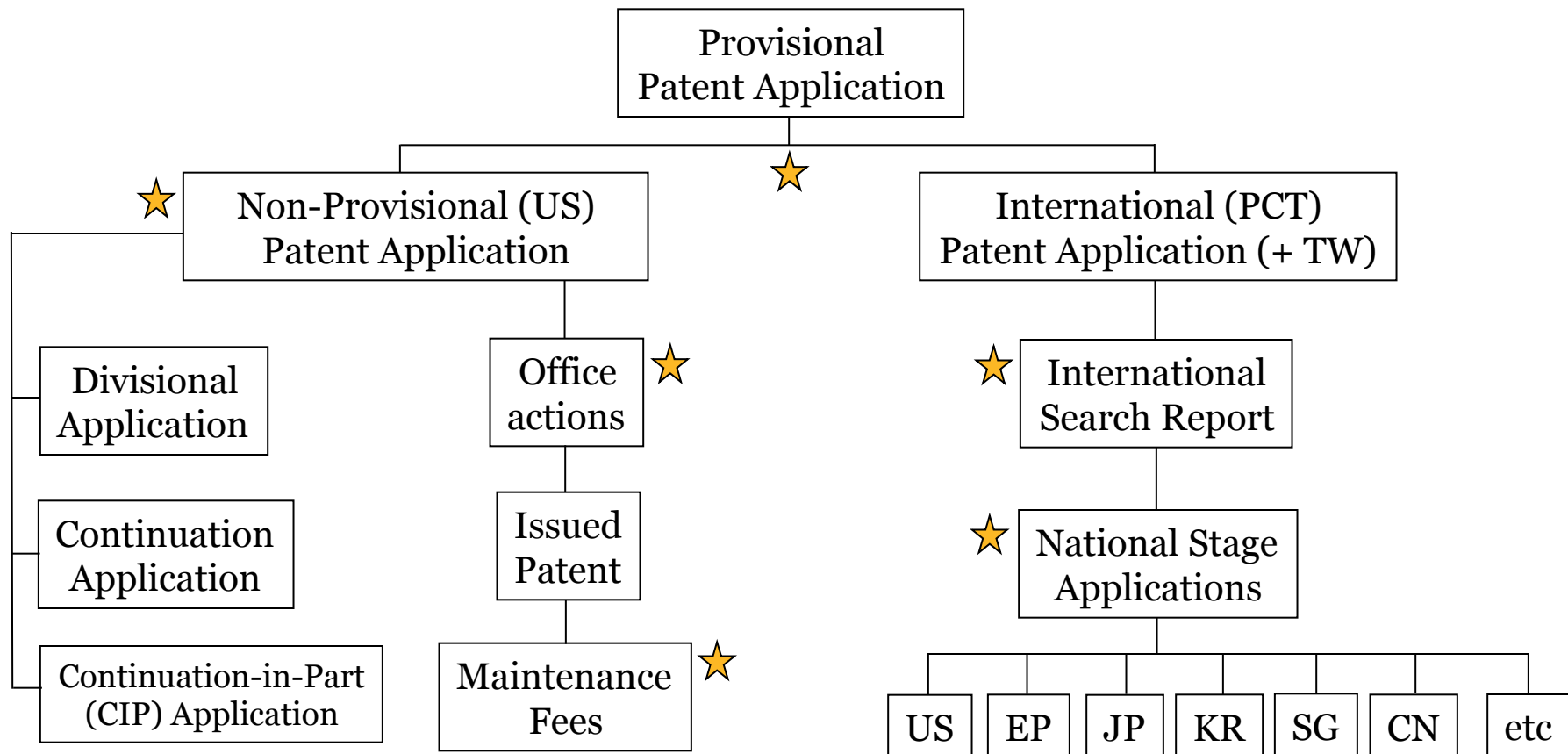
- × Laws of nature
- × Physical phenomena
- × Abstract ideas
- × Literary, dramatic, musical, artistic works (use copyrights)
- × Non-useful ideas
- × Morally offensive ideas

★ **MANY THINGS THAT YOU MAY BELIEVE ARE NOT PATENTABLE CAN, IN FACT, BE PATENTED!**

Basic process for getting a patent

- Prepare and file a patent application
- The Patent Office will review the application and likely reject it initially as being not new or obvious from the prior art.
- Respond to the rejection arguing why the examiner is wrong and/or narrow the scope of protection sought.
- Repeat above two steps.
- Receive “Notice of Allowance” from the Patent Office, pay issuance fee, and receive patent.
- This process takes three to five years – you need Jedi-like patience
- All people involved in the patent application process have duty to disclose information “material to examination” to the Patent Office – this is critically important and all must be completely honest.

Patent Process Overview



Patent Investment Choices

Provisional Patent	(\$)	< \$10K
US Full Patent	(\$\$)	> \$20K
International Patents	(\$\$\$)	> \$100K

★ Decision points

Approx Cost

Protection

1 year
20 years, US
20 years, multiple countries

Arizona Technology Enterprises – Bringing ASU Technology to the Commercial Market



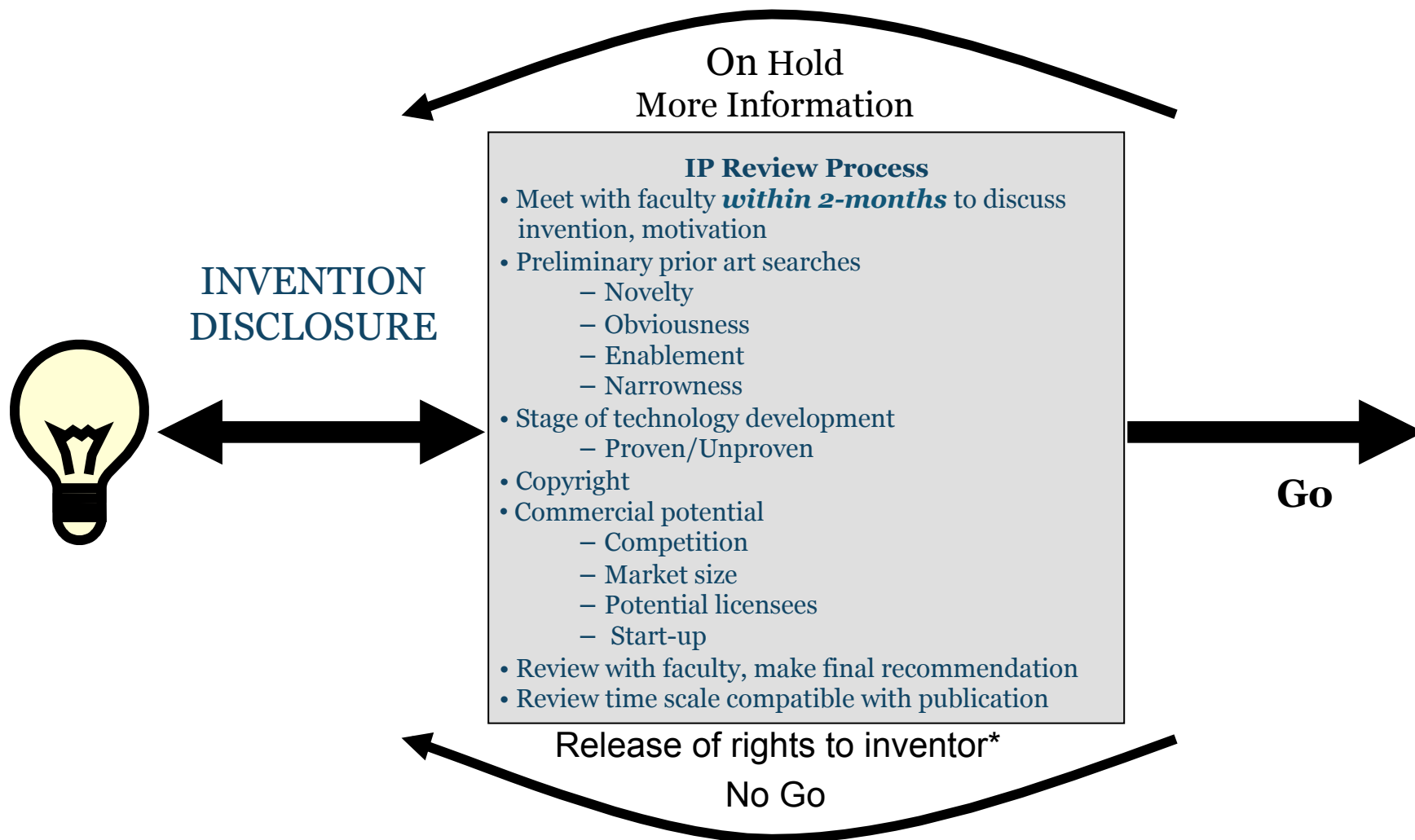
AzTE Arizona Technology Enterprises



- IP identification, development, and protection
- Commercial due diligence
- Marketing activities
- Licensing and other commercialization
- Spin-out ventures
- Corporate research collaborations

AzTE Arizona Technology Enterprises

Invention Review and IP Protection Process, PS & LS



Inventor / AzTE Communication Crucial for Success.

* Release requires inventors to agree to Arizona Board Of Regents (ABOR) policy requirements

Benefits of Licensing for Inventors & the University



- Personal satisfaction – the inventor's technology becomes a useful product used in the real world.
- Good publicity for inventors and University.
- Financial returns to the inventor – at ASU, after AzTE and legal expenses, ~1/3 of net income goes directly to inventors and ~1/3 goes to inventor labs.
- May lead to additional R&D funding for inventors.
- May lead to consulting work with licensees.
- May lead to employment for inventors – alumni students can be employed by licensees.

Examples of ASU Deals & Technologies

Spinouts

- Idendrix – www.idendrix.com – dendritic authentication, identification and encryption (Michael Kozicki)
- Intellispyre – www.intellispyre.com – proactive cyber threat intelligence (Paulo Shakarian)
- Zero Mass Water – <https://www.zeromasswater.com> – solar powered water-from-air technology (Cody Friesen)

Licenses

- Intel – Silicon oxide technology (Nicole Herbots)
- Translucent – multi-junction solar materials and devices (John Kouvetakis)
- Universal Display Corporation – OLED materials (Jian Li)

Additional Information

US005443036A

United States Patent [19]

[11] Patent Number: 5,443,036

Amiss et al.

[45] Date of Patent: Aug. 22, 1995

[54] METHOD OF EXERCISING A CAT

5,194,007 3/1993 Marshall et al. .

[76] Inventors: Kevin T. Amiss, 255 S. Pickett St., #301, Alexandria, Va. 22304; Martin H. Abbott, 10549 Assembly Dr., Fairfax, Va. 22030

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Levesque et al., "Visual 'cortical-recipient' and tectal-receptient pontine zones play distinct roles in cat visuomotor performance", *Behavioral Brain Research*, vol. 39, Netherlands, 1990, pp. 157-166.

[21] Appl. No.: 144,473

[22] Filed: Nov. 2, 1993

[51] Int. Cl.⁶ A01K 29/00

[52] U.S. Cl. 119/707

[58] Field of Search 119/702, 707, 174, 905; 446/485

Primary Examiner—Todd E. Manahan

ABSTRACT

[57] A method for inducing cats to exercise consists of directing a beam of invisible light produced by a handheld laser apparatus onto the floor or wall or other opaque surface in the vicinity of the cat, then moving the laser so as to cause the bright pattern of light to move in an irregular way fascinating to cats, and to any other animal with a chase instinct.

4 Claims, 1 Drawing Sheet

[56] References Cited

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- 5,056,097 10/1991 Meyers .

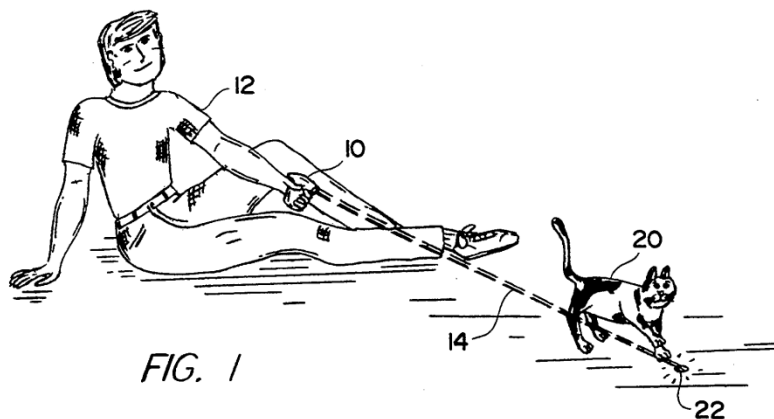
U.S. Patent

Aug. 22, 1995

5,443,036

METHOD OF EXERCISING A CAT

U.S. PATENT 5,443,036 Issued Aug. 22, 1995



Do Patents Stifle Product Innovation?



Dart Duo Automatic Rotating Laser Light

Your pets deserve—and demand—the best of your time and attention, but sometimes you just need to call it a day on that game of fetch when you're on dinner or homework help duty. Don't let those puppy dog eyes get to you.

SKU: PTY0014225
\$39.99

- [54] FRESH-AIR BREATHING DEVICE AND METHOD
- [76] Inventor: William O. Holmes, 1331 Old Country Rd., Belmont, Calif. 94402
- [21] Appl. No.: 237,869
- [22] Filed: Feb. 25, 1981
- [51] Int. Cl.³ A62B 7/10; A62B 7/12
- [52] U.S. Cl. 128/206.12; 128/207.14; 128/207.12; 128/200.24
- [58] Field of Search 128/200.24, 201.11, 128/205.25, 205.12, 205.27, 205.28, 205.29, 206.12, 206.15, 206.21, 206.28, 207.12, 207.14
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| 1,423,923 | 7/1922 | Eckert, Jr. | 128/201.11 |
| 2,577,606 | 12/1951 | Conley | 128/205.29 |

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Primary Examiner—Henry J. Recla
Attorney, Agent, or Firm—Phillips, Moore, Weissenberger, Lempio & Majestic

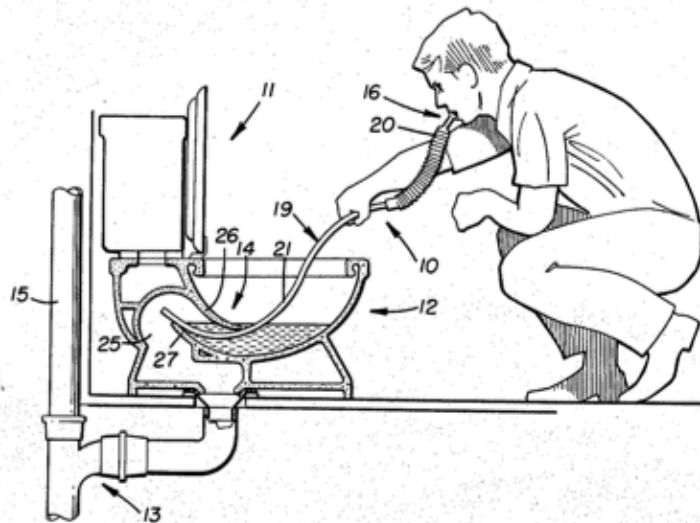
[57] ABSTRACT

The recent rash of fires in high-rise hotels and deaths occasioned thereby has given rise to the need for a breathing device and method for supplying a hotel guest and/or fireman with fresh air until he can be rescued. The device and method of this invention provide for the insertion of a breathing tube through the water trap of a toilet to expose an open end thereof to fresh air from a vent pipe connected to a sewer line of the toilet, to enable the user to breathe fresh air through the tube.

4 Claims, 5 Drawing Figures

FRESH-AIR BREATHING DEVICE AND METHOD

U.S. PATENT 4,320,756
Issued Mar. 23, 1982





US006360693B1

(12) **United States Patent**
Long, III

(10) **Patent No.:** US 6,360,693 B1
(45) **Date of Patent:** Mar. 26, 2002

(54) **ANIMAL TOY**

(76) **Inventor:** **Ross Eugene Long, III**, 4732 Reinhardt Dr., Oakland, CA (US) 94619

(*) **Notice:** Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

(21) **Appl. No.:** 09/454,229

(22) **Filed:** Dec. 2, 1999

(51) **Int. Cl.7** **A01K 29/00**

(52) **U.S. Cl.** **119/707**

(58) **Field of Search** 119/702, 707, 119/709, 710, 711, 467, 468, 256, 268

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5,752,463 A	*	5/1998	Jenkins	119/57.8

5,819,687 A * 10/1998 Lister 119/52.1

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Primary Examiner—Thomas Price

(57) **ABSTRACT**

An apparatus for use as a toy by an animal, for example a dog, to either fetch carry or chew includes a main section with at least one protrusion extending therefrom that resembles a branch in appearance. The toy is formed of any of a number of materials including rubber, plastic, or wood including wood composites and is solid. It is either rigid or flexible. A flavoring (scent) is added, if desired. The toy is adapted to float by including a material therein that is lighter than water or it is adapted to glow in the dark, as desired, by the addition of a fluorescent material that is either included in the material from which the toy is made or the fluorescent material is applied thereto as a coating. The toy may be segmented (i.e., notched) so as to break off into smaller segments, as is useful for smaller animals or, alternatively, to extend the life of the toy. Various textured surfaces including camouflage colorings are anticipated as are straight or curved main sections. The toy may be formed of any desired material, as described, so as to be edible by the animal.

20 Claims, 3 Drawing Sheets

ANIMAL TOY

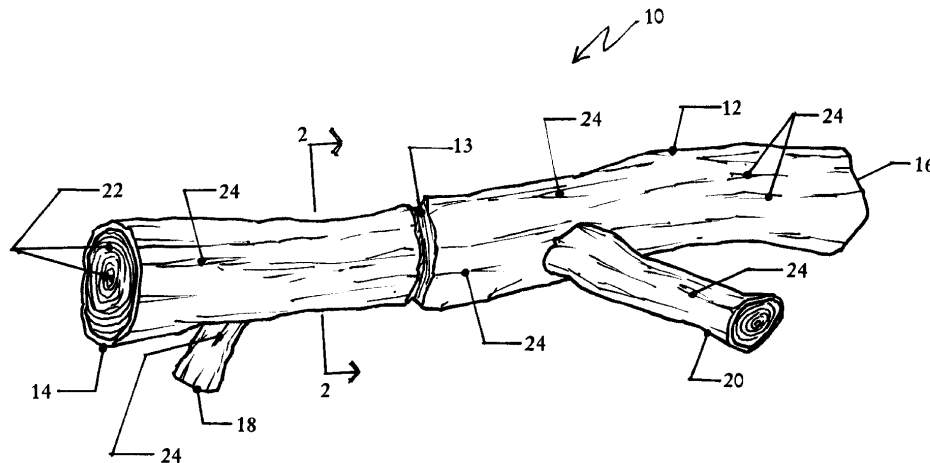
U.S. PATENT 6,360,693 Issued Mar. 26, 2002

What is claimed is:

1. An animal toy, comprising:

- (a) a solid main section having a diameter and a longitudinal length and extending a predetermined distance along said longitudinal length; and
- (b) at least one protrusion attached at one end thereof said main section and extending a predetermined distance therefrom and wherein said at least one protrusion includes a second longitudinal axis that is not in parallel alignment with a first longitudinal axis of said solid main section;

and wherein said animal toy is adapted to float on the water.





US008789808B1

(12) **United States Patent**
Moley

(10) **Patent No.:** **US 8,789,808 B1**
(45) **Date of Patent:** **Jul. 29, 2014**

(54) **URINAL WITH OPERATION CONTROLLED VIA A REPLICA OF A MOTORCYCLE HANDLEBAR**

(71) Applicant: **Anthony J. Moley**, Hollister, CA (US)

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(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

(21) Appl. No.: **13/785,144**

(22) Filed: **Mar. 5, 2013**

(51) **Int. Cl.**
F16K 31/00 (2006.01)
E03D 5/09 (2006.01)

(52) **U.S. Cl.**
CPC **E03D 5/09** (2013.01)
USPC **251/294**; 251/15; 4/301; 4/313; 4/411; 4/661

(58) **Field of Classification Search**
USPC 251/15, 22, 129.01, 129.04, 294, 369; 4/301, 313, 411, 661
See application file for complete search history.

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Primary Examiner — John K. Fristoe, Jr.

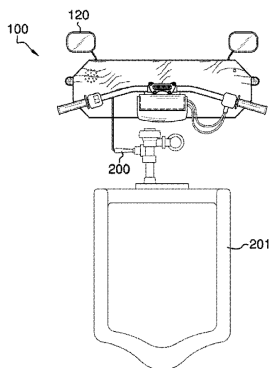
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(57) **ABSTRACT**

The urinal with operation controlled via a replica of a motorcycle handlebar is a wall-mounted fixture configured to control the use of the flush valve of said urinal, or toilet, or other plumbing fixture. The replica motorcycle handlebar includes a linkage that runs from the throttle portion of the motorcycle handlebar to the flush valve of said urinal such that upon simulation of a throttling gesture shall pull said flush valve upwardly in order to flush the respective urinal or plumbing fixture. The replica motorcycle handlebar includes a motion sensor that upon detection of a person shall communicate an audio recording of a motorcycle noise. The replica motorcycle handlebar includes mirrors, turn signals, and a horn switch. Throttling motion of the throttle portion may also prompt an additional audio recording of a motorcycle engine being revved.

8 Claims, 5 Drawing Sheets



URINAL.....

U.S. PATENT 8,789,808 Issued Jul. 29, 2014



US008215040B2

(12) **United States Patent**
Pascarelli et al.

(10) **Patent No.:** **US 8,215,040 B2**
(45) **Date of Patent:** ***Jul. 10, 2012**

(54) **METHOD OF ADVERTISING IN A RESTROOM**

(76) Inventors: **Charles Pascarelli**, Kinnelon, NJ (US);
David Furman, Kinnelon, NJ (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

This patent is subject to a terminal disclaimer.

(21) Appl. No.: **12/897,040**

(22) Filed: **Oct. 4, 2010**

(65) **Prior Publication Data**

US 2011/0061274 A1 Mar. 17, 2011

Related U.S. Application Data

(63) Continuation of application No. 11/821,750, filed on Jun. 25, 2007, now Pat. No. 7,805,869.

(51) **Int. Cl.**
G09F 1/08 (2006.01)

(52) **U.S. Cl.** **40/539; 40/538; 40/606.03; 4/301; 4/310; 4/661**

(58) **Field of Classification Search** None
See application file for complete search history.

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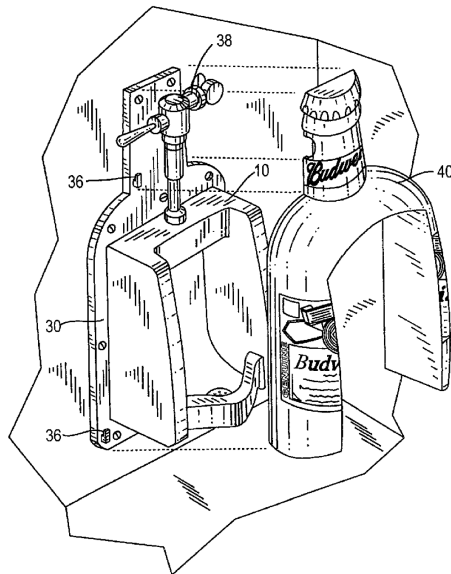
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Primary Examiner — Joanne Silbermann
Assistant Examiner — Christopher e Veraa
(74) *Attorney, Agent, or Firm* — Day Pitney LLP

(57) **ABSTRACT**

A method for advertising in a restroom is shown and described. The method includes the use of a three-dimensional advertisement article which may attach to a wall above a urinal and at least partly cover the urinal. The advertisement article may resemble a container, perhaps a bottle or can, for a product, which may be beer or a soft drink, being advertised.

8 Claims, 24 Drawing Sheets



METHOD OF ADVERTISING IN A RESTROOM

U.S. PATENT 8,215,040 Issued Jul. 10, 2012