

Sowing the Seeds of Innovation

Promoting Your Library: A University Library Perspective

Presented at WVLA Annual Conference

Lakeview Resort, Morgantown, WV

2 October 2007

by

Marian G. Armour-Gemmen
West Virginia University Libraries

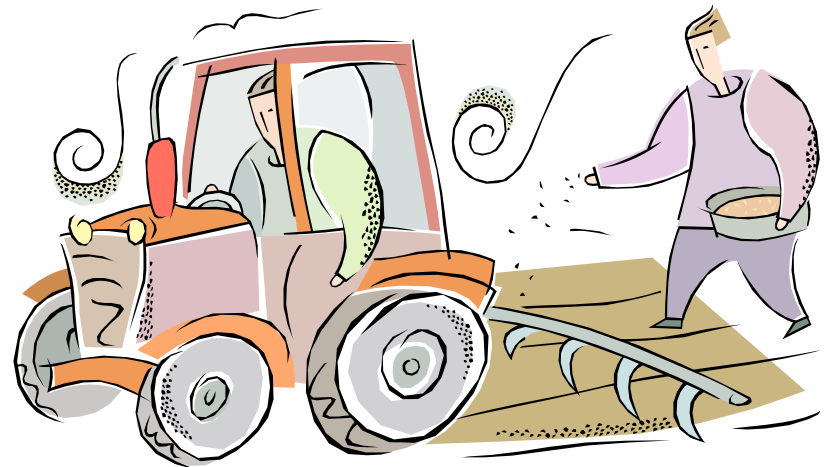
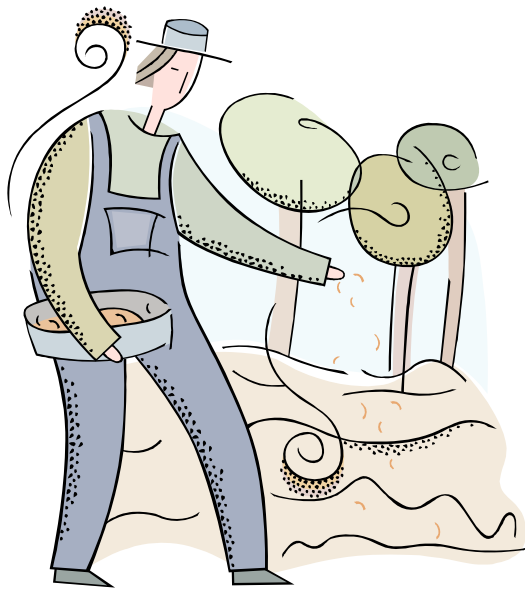




Two Fields

West Virginia University

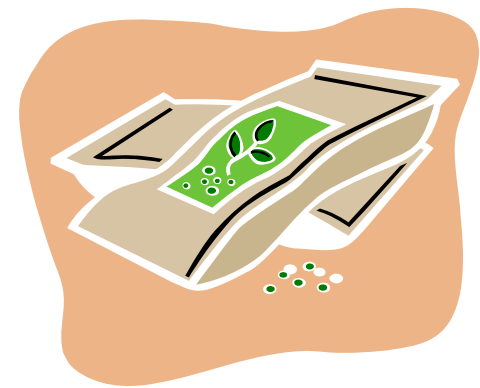
State of West Virginia





Sowing Seeds

- ***Library Displays***
- ***Website***
- ***Email notices to local attorneys & agents***
- ***Email notices to local inventors***





Sowing Seeds

Library Displays

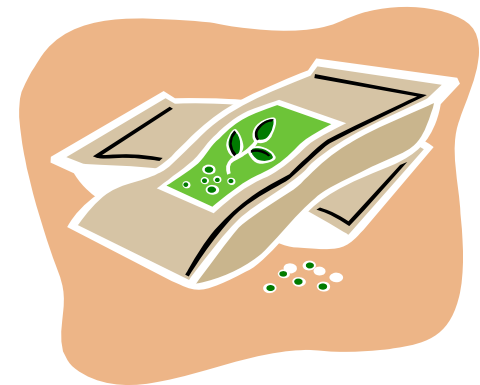
Highlight your collection

Types

- Bulletin Boards
- Posters
- Display Cases
- Electronic

Themes

- Type of Intellectual Property
- Events in News
- “Hot” Technologies
- Events in the Community





Sowing Seeds

Website

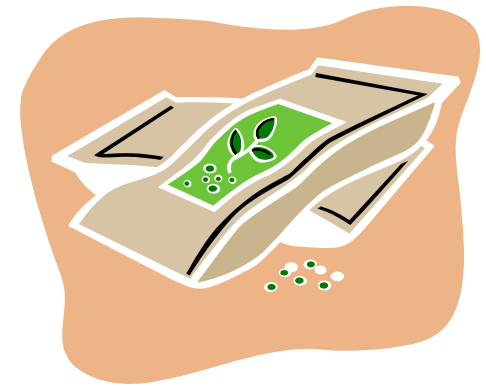
Useful links

Tutorials

Contact Information

Holdings information

**Additional Web resources such as State
Patents**





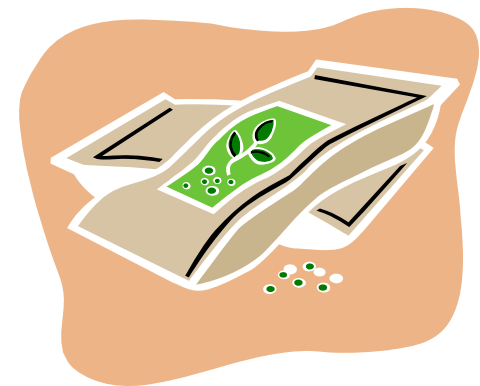
Sowing Seeds

Email notices to local attorneys & agents

**Notices from Federal Register along with
*.pdf of FR pages**

Articles of Interest

Announcements of Workshops





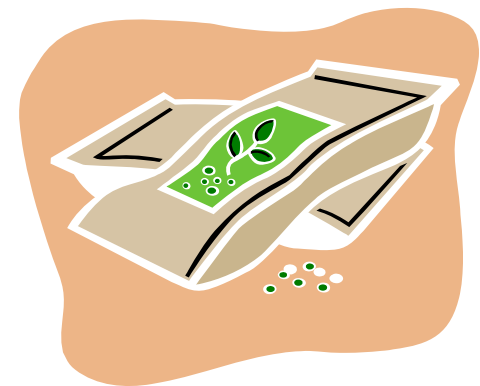
Sowing Seeds

Email notices to local (WVU) inventors

Congratulating the grant of Patent

Announcement of Published Application

Include link to Patent or Application





Watering the Garden

- ***Networking with WVU Office of Technology Transfer***
 - Providing Training to attorneys and assistants
 - Providing updated information from Annual Seminar
- ***Presentations for Classes***
 - Introductory Patent searching with specialized modules for specific needs:
 - *e.g. Plant Patents; pharmaceuticals; design patents; technology education*

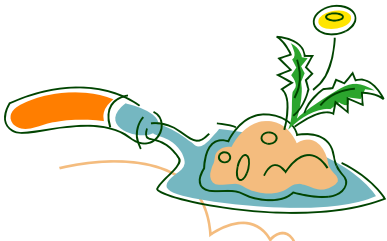




Weeding the Garden

(Dispelling the Keyword Myth)

- ***University-wide workshops***
 - Faculty and Student Patent Search Training
- ***Statewide presentations***
 - State Library Association
 - Other opportunities
 - *State conferences on IP, State Conferences on Information Technology, Innovator Group Meetings*
- ***One on One Training by Appointment***
 - Usually patent search training
 - Geared toward inventor's interest

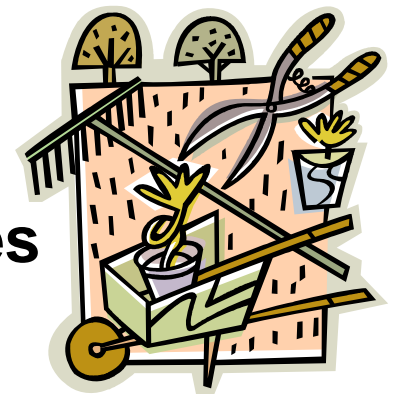




Tending the Garden



- ***Phone and Email Reference***
 - Specific patent access questions
 - Specific guidance on choice or location of forms
 - Specific guidance on the structure & procedures of the Patent and Trademark office
- ***Librarian Keeps current with IP issues***
 - Attend Annual Seminar
 - Read listserv
 - Read articles and news relevant to IP issues
 - Participate in discussions related to IP





Harvesting

- Increased Awareness of Patent & Trademark Resources
- Increased use of Collection
- Increased Reference Questions
- Increased number of patent applications
- Increased awareness of Intellectual Property Rights
- Providing Community with up-to-date information about Patents and Trademarks





Questions?

Marian Armour-Gemmen

Patent and Trademark Reference Librarian

marmour@wvu.edu

293-4696 x5106