

Extraordinary Innovations Student Video Guide



View the “Extraordinary Innovations” video on the landing page of the USPTO website: www.uspto.gov/kids

UNITED STATES
PATENT AND TRADEMARK OFFICE



Extraordinary Innovations

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Vocabulary

- * **Invention:** a new useful product or method that did not exist previously and was created by the mind or imagination
- * **Inventor:** a person or group who discovers or develops an invention
- * **Property:** something to which a person or business has a legal title; something owned
- * **Marketplace:** place where products are bought and sold
- * **Consumer:** one that buys or gains possession of products for personal use or ownership

As you watch the Extraordinary Innovations video, you will hear these words

A patent is a property right granted by the government to an inventor for a new, useful, and non-obvious invention. **Patents** describe an invention with words and drawings. **Patents** allow inventors to prevent others from making, using, or selling their inventions without permission for a limited time in exchange for sharing the details and instructions of their inventions with the public. This way, the public can use that information to make new, different, and improved inventions. The United States Patent and Trademark Office is the federal agency responsible for the issuance of U.S. **patents**.

A trademark can be anything that can identify, distinguish, and indicate the source of a product or service and distinguish that source from other sources. Symbols, words, designs, scents, and even colors can function as trademarks so long as they are capable of identifying and distinguishing source. Trademarks help prevent consumer confusion and provide assurance of a product's quality in the marketplace. The United States Patent and Trademark Office is the agency responsible for the issuance of federal registrations for trademarks.

Introduction

Have you ever thought to yourself, “This would be better, if only...”

Thoughts like this have led to inventions that now make our lives easier and better, from the microwave to prosthetic limbs. Turning ideas into inventions has helped humans to survive and our world to evolve. Think about it, would the world be the same without the wheel, the light bulb, or the telephone?

The “Extraordinary Innovations” video uses the X-Games® competition as an example to show how **patents** and **trademarks** relate to every aspect of our society – even extreme sports and fashion. The X-Games competitions are held in the winter and summer and feature events such as skiing, snowboarding, snowmobiling, skateboarding, motocross, and stunt biking.

The X-Games competition requires athletes to push their limits and think outside the box. Inventing requires the same!

While Viewing The Video, Think About The Following Questions

- ★ **Why** do people invent?
- ★ **What** do inventors look like?
- ★ **Why** are patents important?
- ★ **Can** you think of any reasons why someone might not want to get a patent?
- ★ **Why** are trademarks important?
- ★ **What** would happen if we didn't have trademarks?
- ★ **How** do you know if a word or symbol is a trademark?

