

Lane Powell Assists PocketSuite in Developing IP Strategy and Protecting Innovations

A new product or service is often expected to be a significant source of revenue and to assist a company in establishing a market presence. However, it may also be a source of innovations or other forms of intellectual property that can provide a valuable benefit to the company. For this reason, before a new product or service is publicly disclosed or released, it is a good idea to consult a patent attorney to discuss the forms of protection that may be available for the product or service. This can help a company to begin building an asset that can be used in multiple ways as a form of leverage with competitors or prospective competitors.



Logo courtesy of PocketSuite.

In this example case, Lane Powell assisted Firm client PocketSuite in determining the proper strategy for protecting its products, services and long term business plan. The Firm also provided counseling regarding trademark and patent protection, the identification of potentially patentable features of its products and services, and prepared and filed patent applications in the U.S. and foreign jurisdictions. As part of this set of services, Lane Powell Patent Attorney Alan Minsk worked closely with the founder/inventor to understand the technical and business aspects of the company's products and services. This included the elements and processes needed to implement the services, as well as the company's research and development and business plans for the next several years. Based on those sources of information, Minsk developed a plan for protecting the aspects of the products and services that differentiated PocketSuite in the marketplace and added value for customers. Minsk then drafted patent applications that included detailed descriptions of those aspects, as well as other practical implementations of the underlying concepts and elements. This provided PocketSuite with a foundation that can be used as a business asset in the coming years as the company matures and encounters challenges from existing and new competitors.

The quality of the PocketSuite product was confirmed when PocketSuite's self-titled iPhone app was featured in a recent *Forbes* article titled "3 Top Apps for Freelance Marketers and Solopreneurs." The app allows small-business owners to manage nearly every aspect of their business by allowing them to offer up their services in minutes, scheduling appointments with clients and accepting credit card payments. PocketSuite also synchronizes the user's calendar and allows them to integrate with their business's website and Facebook pages easily. The article touted the app for being "perhaps the best app that a freelance marketer can have." PocketSuite was at the top of the list amongst other high-powered competition including Evernote and GoToMeeting. Read the [article](#).

Minsk has a background in physics and applied mathematics, and has protected inventions in the wireless, mobile device, cloud-computing, eCommerce, payment processing, flash memory, social network, radar system, laser and machine learning areas, among others.

Lane Powell's Patent Procurement Team includes attorneys with a broad range of technical backgrounds and real-world experience in areas including computer science, electrical engineering, mechanical engineering, nuclear engineering, signal processing, software development and physics. Its attorneys assist inventors and businesses with every aspect of protecting their inventions and other intellectual property in the U.S. and throughout the world.

For more information on PocketSuite, view its website at: <http://www.pocketsuite.io/>. A *Tech Crunch* article discussing PocketSuite may be found at: <http://techcrunch.com/2014/09/22/on-the-go-freelancers-get-business-a-business-management-tool-with-pocketsuite/>.

For more information about Lane Powell's Patent Procurement Team, view its Web page: <http://www.lanepowell.com/192/intellectual-property-and-technology/>.