

Intellectual property and business models

CS4784: HCI Capstone

Virginia Tech

Instructor: Dr. Kurt Luther

Preview

- Team names
- Press releases
- Virginia Tech Policy 13000
- Copyright, trademark, patent
- Copyleft, Fair Use, Public domain
- Software business models
- Upcoming milestones

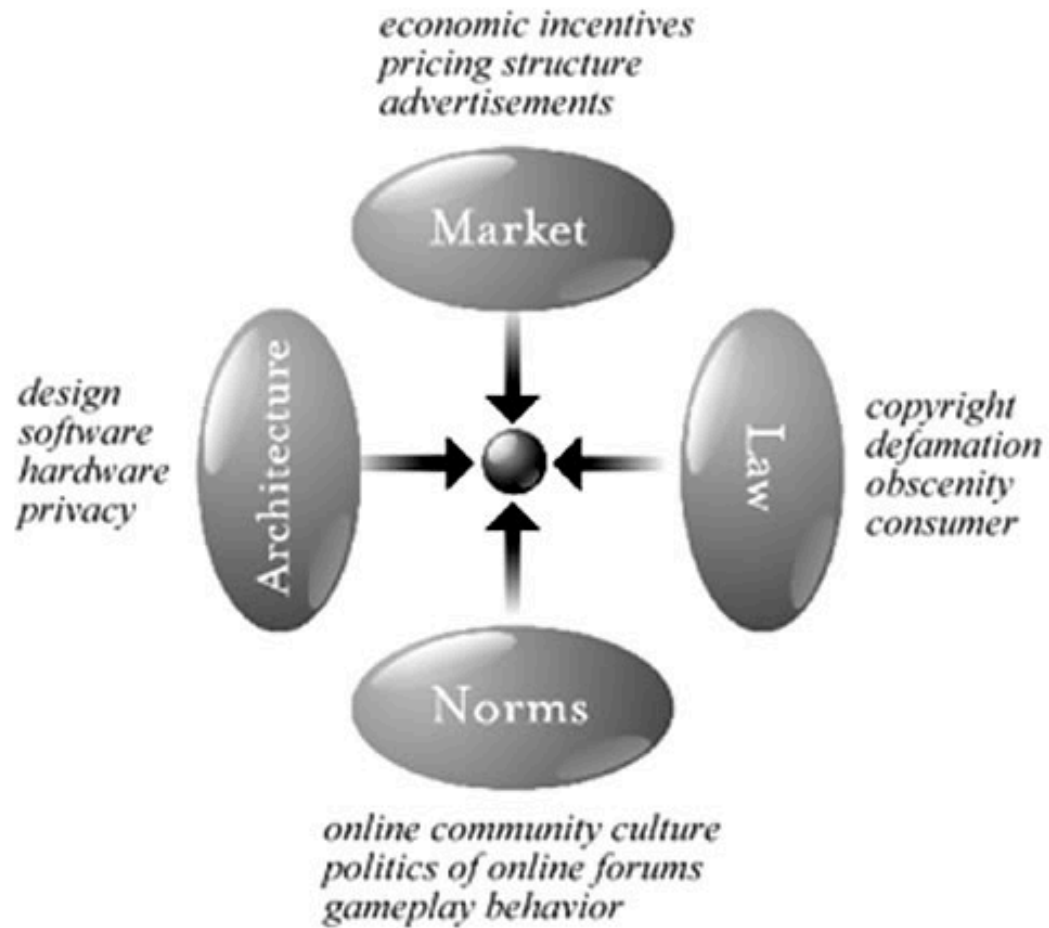
What are your team names?

- Add Hawk (makers of Pixel Pusher)
- War of Ages (makers of eponymous game)
- Kool Katz (makers of Civil War tour)
- Pass It On!, Inc. (makers of Pass It On!)
- J5 (makers of gaming social network)
- Team Cumulonimbus (makers of Photo Clouds)

Press release feedback

- Great job so far!
- Reminders
 - Use a catchy, descriptive title
 - Write in the third person
 - Balance reporting process and results
 - Use team member quotes
 - Discuss future plans / next steps
 - Include contact info

What Things Regulate



(Lessig 2006)

Caveat: I am not a lawyer!

VT Policy 13000



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The Latest Spark...

Check out the latest press on Riff Digital, the answer to sharing music with your friends via music messaging. Quick, easy and send exactly the message you want.

Copyright, Trademark, Patent

- Copyright
 - Protection provided to authors of original works (literary, dramatic, musical, artistic, etc.)
 - Exclusive rights to reproduce, prepare derivative works, distribute copies, perform, display the work
 - Protects expression, not subject matter
 - Automatically copyrighted at the moment of creation
 - Can register copyright with Copyright Office at Library of Congress, but *not* required
 - Life of the author plus 70 years

Copyright, Trademark, Patent

- Trademark (or servicemark)
 - Word, name, symbol used to indicate a source of goods and distinguish them from the goods of others
 - Prevents use of confusingly similar mark
 - Doesn't prevent others from making same goods
 - Doesn't prevent sale of goods under different mark

Copyright, Trademark, Patent

- Patent
 - Grant of a property right to an inventor
 - Issued by US Patent and Trademark Office
 - Term is 20 years from filing of application
 - Actually grants inventor right to exclude others from using the invention
- Software patent
 - Software not specifically mentioned in US patent law
 - “Software patents” not clearly defined
 - Court cases ambiguous

Copyright, Trademark, Patent

- Business method patent
 - Specific class of patents dealing with new ways of doing business
 - Often used by technology companies
 - Example: Amazon 1-Click

Bibliographic data: US5960411 (A) — 1999-09-28


★ In my patents list → EP Register 📄 Report data error

🖨️ Print

Method and system for placing a purchase order via a communications network

Page bookmark	US5960411 (A) - Method and system for placing a purchase order via a communications network
Inventor(s):	HARTMAN PERI [US]; BEZOS JEFFREY P [US]; KAPHAN SHEL [US]; SPIEGEL JOEL [US] ±
Applicant(s):	AMAZON COM INC [US] ±
Classification:	- international: G06Q10/08 ; G06Q20/04 ; G06Q20/12 ; G06Q30/04 ; G06Q30/06 ; (IPC1-7): G06F17/60 - cooperative: G06Q10/087 ; G06Q20/04 ; G06Q20/12 ; G06Q30/04 ; G06Q30/06 ; G06Q30/0605 ; G06Q30/0633 ; G06Q30/0635 ; G06Q30/0641 ; G07F11/002 ; Y10S715/962
Application number:	US19970928951 19970912
Priority number(s):	US19970928951 19970912
Also published as:	US2007106570 (A1) US8341036 (B2) US2013085896 (A1)

Abstract of US5960411 (A)

Translate this text into 

Albanian   powered by EPO and Google

A method and system for placing an order to purchase an item via the Internet. The order is placed by a purchaser at a client system and received by a server system. The server system receives purchaser information including identification of the purchaser, payment information, and shipment information from the client system. The server system then assigns a client identifier to the client system and associates the assigned client identifier with the received purchaser information. The server system sends to the client system the assigned client identifier and an HTML document identifying the item and including an order button. The client system receives and stores the assigned client identifier and receives and displays the HTML document. In response to the selection of the order button, the client system sends to the server system a request to purchase the identified item. The server system receives the request and combines the purchaser information associated with the client identifier of the client system to generate an order to purchase the item in accordance with the billing and shipment information whereby the purchaser effects the ordering of the product by selection of the order button.

Enable Single-Action
Ordering

301

Retrieve client ID

Fair use

- Limitation and exception to copyright law
- Four-factor test
 - Purpose and character of use
 - Nature of the copyrighted work
 - Amount and substantiality of the proportion used
 - Effect of use upon work's value
- Is it fair use? You find out when you go to trial 😞

Copyleft

- Derived works must be distributed under same license
- GPL (GNU General Public License)
 - Most popular free software license
 - Guarantees end users freedom to use, study, share, modify software
- Creative Commons licenses
 - Alternatives to typical “all rights reserved” license
 - More fine-grained permissions
 - Enable copying, distributing, remix, improvement



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Public domain

- Material which has no copyright protection
- How material enters the public domain
 - Produced by US government
 - Rights released by copyright holder
 - Copyright expires
 - Too old for copyright (in US, pre-1923)

Software business models

- Advertising
 - Product/service is free, but customers look at ads
 - Examples: Google, Facebook
- Subscription
 - Regular fee to use the product or service in any way
 - Examples: Netflix, Adobe Creative Cloud
- Complementary
 - Main product cheap or free, expansions/accessories aren't
 - Example: XBox

Software business models

- Open source
 - Software is free, support as a paid service
 - Examples: Drupal, Wordpress
- Commission
 - Business skims a small amount from each transaction
 - Examples: Amazon, Ebay, Airbnb, Uber
- Freemium

“Free” business models

- True freemium
 - Use-based (Dropbox)
 - Feature-based (LinkedIn)
 - Characteristic-based (e.g. company size)
- Free product for a cross subsidy
 - e.g. many online games
- Time-based free trial

Freemium and referrals

- No value
 - Doesn't matter how many people are using it
 - Example: Photoshop
- Added value
 - Better with more people using it
 - Example: Dropbox
- Inherent value
 - Requires other people to use it
 - Examples: Skype, LinkedIn

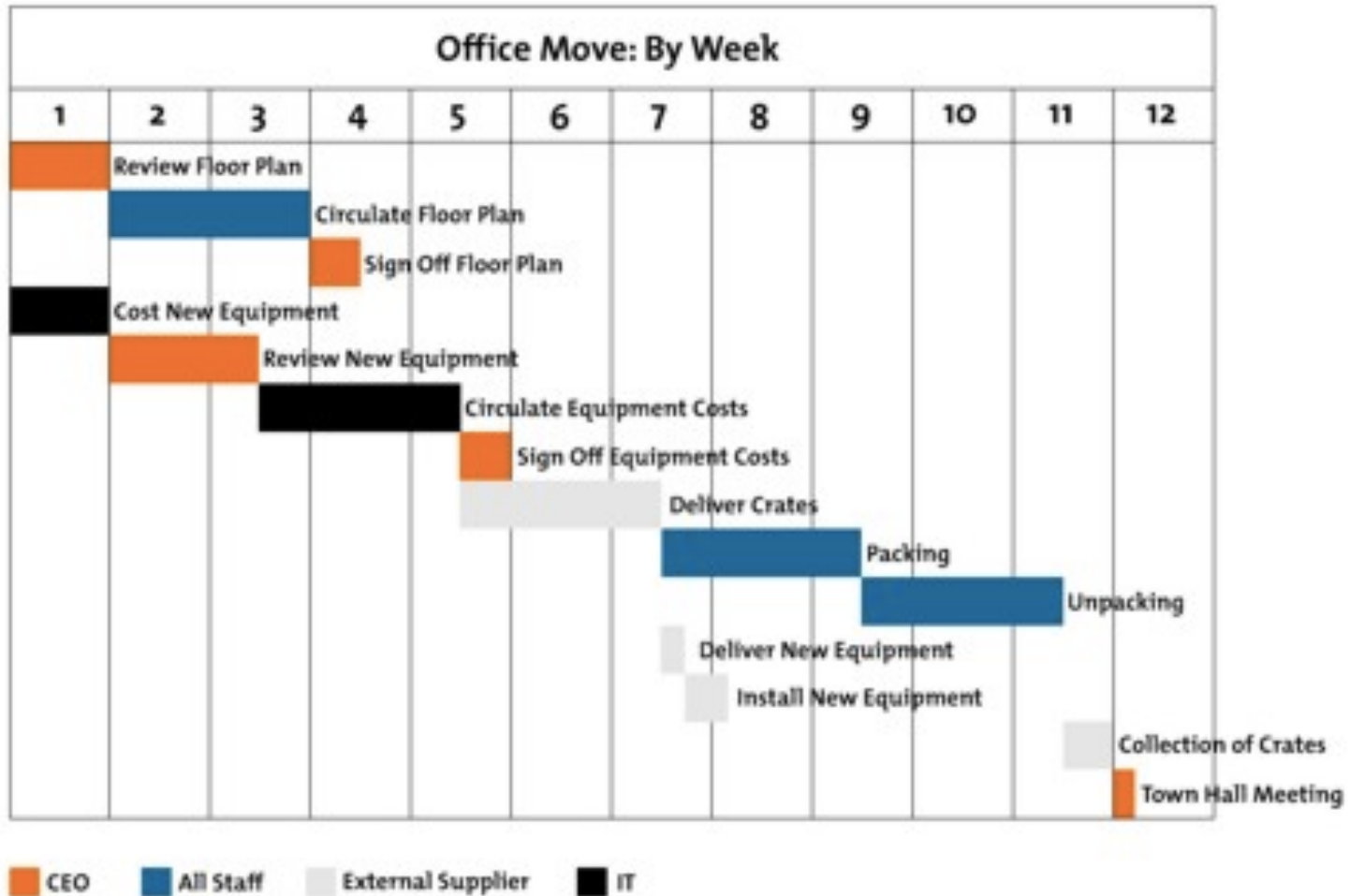
Project plan and timeline

- Goals for each week through end of semester
- Be as specific as possible
- Associate people with tasks as much as possible
- Consider milestone due dates (contextual inquiry, prototype, etc.)
 - You're allowed to move faster! 😊

Project plan and timeline

- Broad goals and deadlines to include
 - What is your plan for contextual inquiry?
 - When are you analyzing the data? Extracting requirements? Brainstorming and sketching?
 - When will low- and high-fidelity mockups be ready? When will you have a functional prototype?
 - What evaluation options are you considering? What would each look like?
 - How might you show ecological validity?
 - How might your product/service make money?
- Keep it brief: 3-4 pages including figures

Project plan and timeline



Upcoming milestones

- Due Friday: project plan and timeline, meeting w/ sponsor, press release #3
- Contextual inquiry and analysis due March 6
 - Must interview at least 5 people
 - Deliverable: write-up of inquiry process, analysis, interaction requirements
- Start ideation, sketching, etc. in preparation for prototypes due March 18

Next class

- Monday: Read Chapter 11, *UX Book*
- Finish discussing design and prototyping