



**OCEAN TOMO**<sup>®</sup>  
INTELLECTUAL CAPITAL EQUITY<sup>®</sup>

OCEAN TOMO




# PATENTMARKING™ NOTIFICATION

Manufacturers of patented products can now uniformly stamp [www.PatentMarking.com/company](http://www.PatentMarking.com/company) on either the physical product or its brochure to inform the market its proprietary nature. Customers, potential competitors and the public generally can identify specific patents used in products by visiting the Ocean Tomo PatentMarking platform.

Major global commercial markets, including the United States, have enacted legislation requiring that patented products be "marked" with the relevant patent numbers in order to give constructive notice to the public of inventions. Such a requirement is beneficial to reduce the incidence of patent infringement. Failure to mark may prohibit the patentee from obtaining back damages prior to giving actual notice to the infringer (e.g., by way of letter or the filing of a complaint) and may even result in liability for under-management of corporate intellectual property assets.

Traditional marking of physical products and brochures is cumbersome and expensive. Proposed changes to 35 U.S.C. Section 287(a) introduce the ability to virtually mark products. Online marking allows for efficient updates and integrates the ability to search across patent numbers, licensees or products. Ocean Tomo PatentMarking notification supports the corporate management of patent marking data by providing companies with a single repository for storing their patent-to-product related information. The Ocean Tomo PatentMarking platform is the first and only system of its kind, acting as a searchable portal for all patent information actually offered for sale.

Ocean Tomo PatentMarking notification is free to the public providing three categories of data:

-  **Observed**, provided generally by registered users;
-  **Validated**, provided by Ocean Tomo or a trusted affiliate organization; and
-  **Reported**, provided by the product manufacturer or service provider (the "Reporter") under a subscription agreement with Ocean Tomo.

Reported data is considered to be a representation of the Reporter (subject to terms and conditions) and as such replaces all related Observed and Validated information.

## REPORTING COMPANY SUBSCRIPTION BENEFITS

### COMPANY DATA CONTROL

As a subscriber, you control all company-related marking data. All previous Observed and/or Validated entries attributed to your products and services are moved under your control and no new outside Observed or Verified entries can be made.

### DECREASED MARKING OVERHEAD COST

Passage of the Patent Reform Act will authorize products to be virtually marked by a legend pointing to a specific PatentMarking Notification URL. This allows for all marking to be maintained online, removing the need to update products and/or marketing materials with patent information.

### REAL-TIME CHANGE LOG

Reporting companies maintain a change log of their marking activities with the ability to download detailed reports on patent and product entries.

### BULK DATA UPLOAD

The PatentMarking system has been created to permit the upload of large quantities of patents and products from a central Excel file. Individual consulting options are also available to assist Reporting companies map patents to products.

### MARKING CHANGE NOTIFICATIONS

Setup alerts to notify internal chain of command of product patent marking changes. Manage marking-related workflow to be sure any changes are appropriately communicated to project task leaders, including research, marketing and manufacturing.

### PATENT EXPIRATION ALERTS

Customize alerts based on patent expiration dates, making it possible to alert all internal staff of upcoming marking-related issues.

## CONTACT

**Jake Geleerd**

President & COO

p: 312 377 4846

e: [jgeleerd@oceantomo.com](mailto:jgeleerd@oceantomo.com)