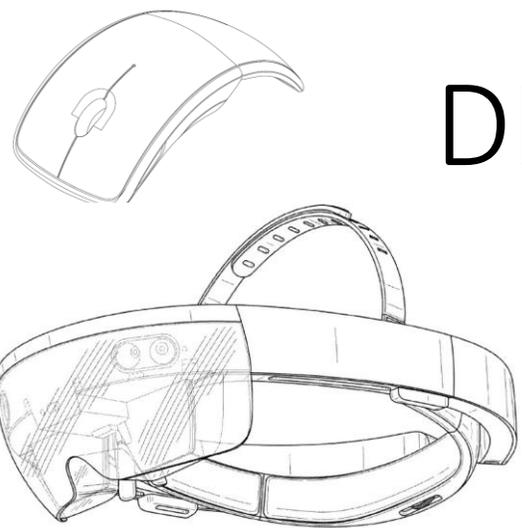
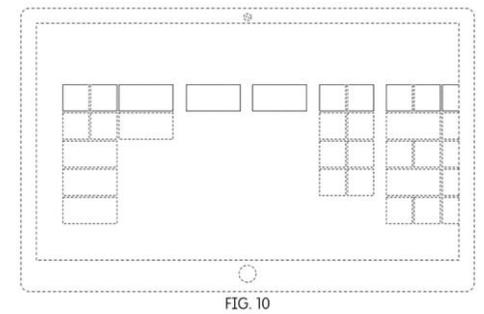
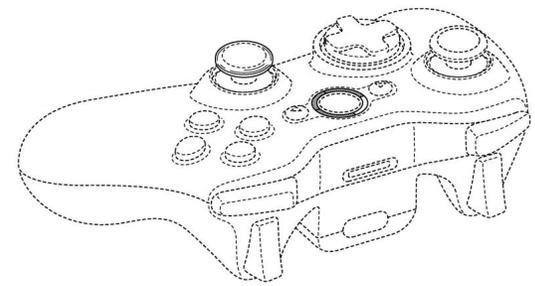
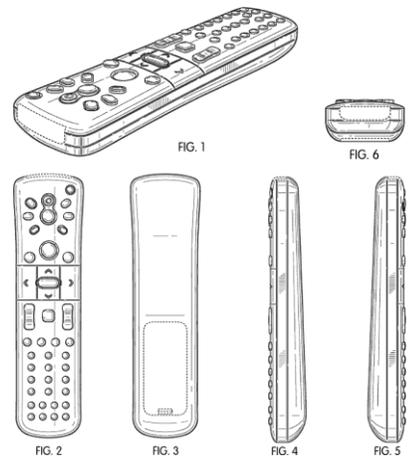
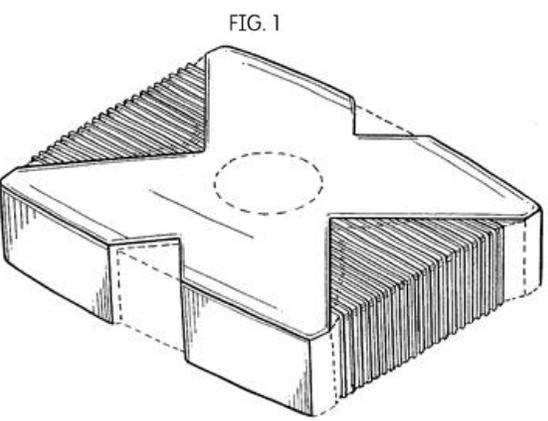
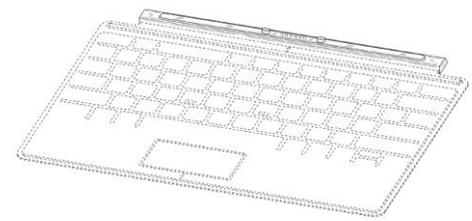
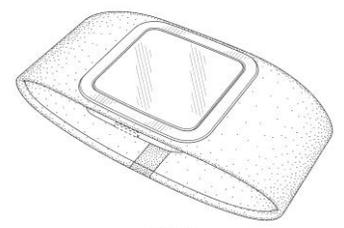


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DESIGN STRATEGY, PROTECTION AND IMPLEMENTATION

Judy Yee
Assistant General Counsel, Microsoft



DESIGN FILING CONSIDERATIONS

- Commercial product
 - Software/User experience
 - Hardware
 - New form factor
 - Incremental release
- Expected product life
- Planned variants
- Types of competitors and copying trends



Hardware Examples

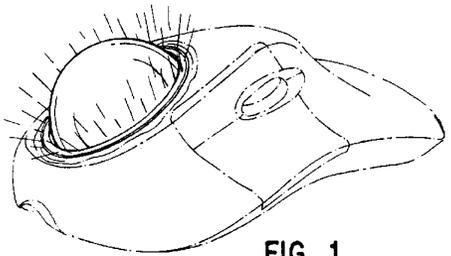
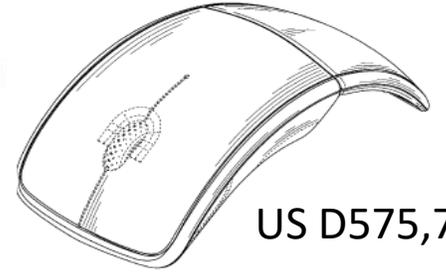
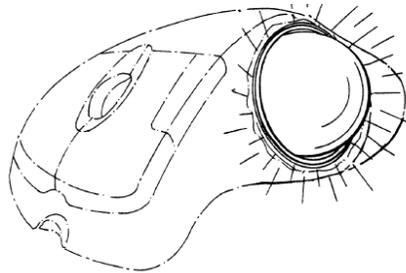


FIG. 1

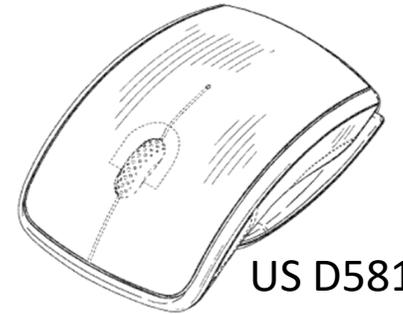
Multiple variants, including illumination



US D575,784

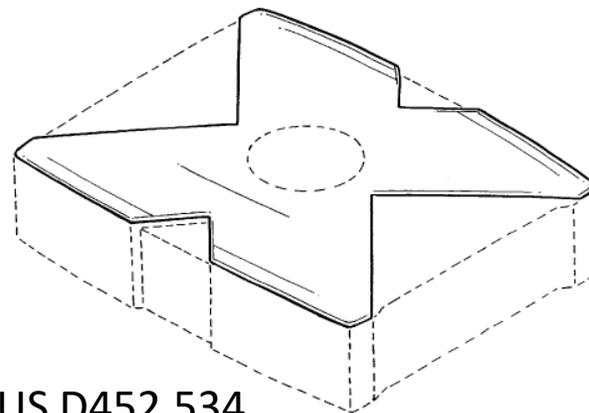


New form factor (multiple states)

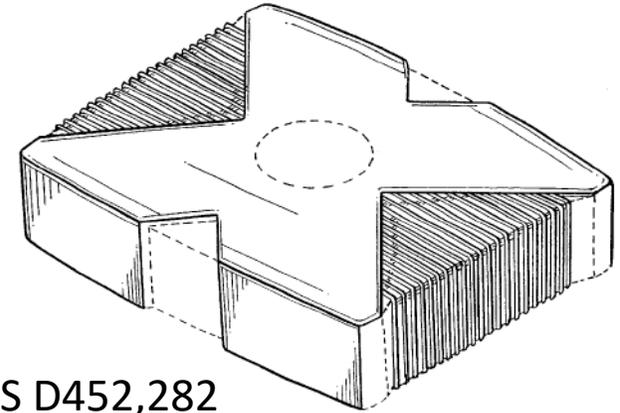


US D581,929

Multiple claim scopes



US D452,534



US D452,282

Capturing the user experience

GIZMODO | AU allurs Network

Car Tech Online Science & Health Cameras Computing Gaming Entertainment

The Next Windows Phone: It's Pretty Great

Matt Buchanan

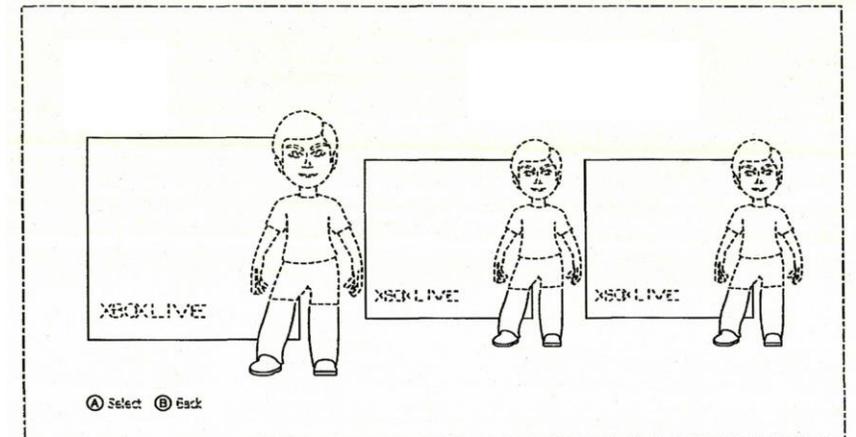
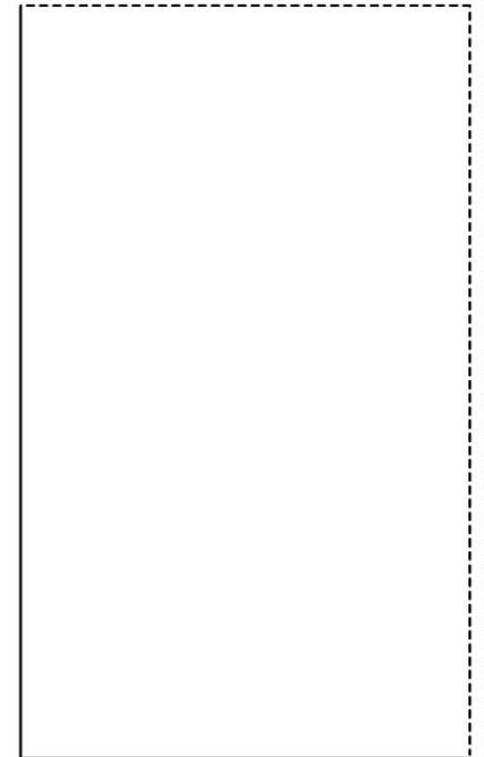
Jun 21, 2011, 2:01pm Filed to: mando

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Pleasant. That

doesn't sound like much of an accomplishment, or a benchmark or like, *impressive*. But the truth is, most technology isn't pleasant. The new Windows Phone is. Very much so.

It feels alive. Everything bounces. Everything swoops. Everything flips. Every single action is lushly animated. It just doesn't sweat the details-blood was spilled. The lock screen isn't a simple shade. It has a sense of weight and gravity; the further up you drag it before you let go, the faster it slams back down (if you don't go through with the unlock). It's almost like the phone is happy to be alive. Which kind of makes you feel happy to use it. No other phone is like that.





One example of getting mad...

2 APR 2010

MICROSOFT SUING DATEL FOR COPYING CONTROLLER DESIGN

Share. Company alleges Datel infringed on a number of Xbox 360 controller patents.

BY JIM REILL

peripheral
design pat

The two D

"TurboFire" and "Wildfire" designs. The lawsuit states Datel is

infringing on a total of six patents filed by Microsoft in 2006. The

patents filed mostly deal with the front design and button layout of

the contro

Microsoft

royalties d

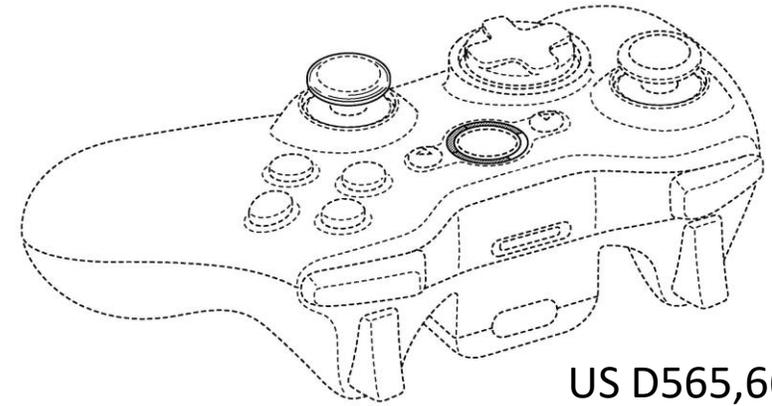
Microsoft

manufactu

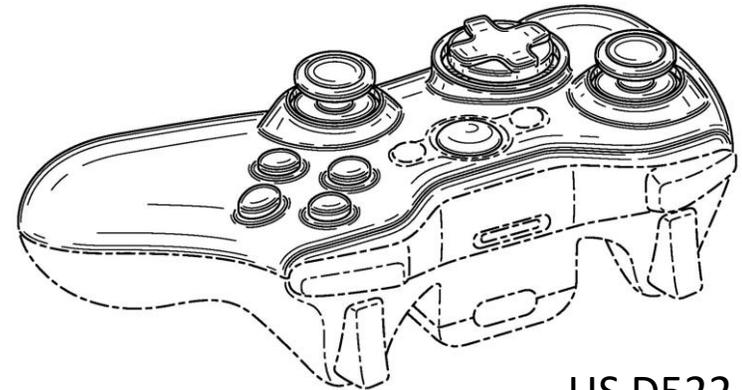
The lawsuit and the six controller patents, all obtained by IGN, can be viewed below in PDF form.

stated that Datel has infringed on six total Microsoft patents that were filed in 2006. And yes, at first glance, the controller looks awfully similar to the official Xbox 360 controller, specifically the front button layout and control stick design.

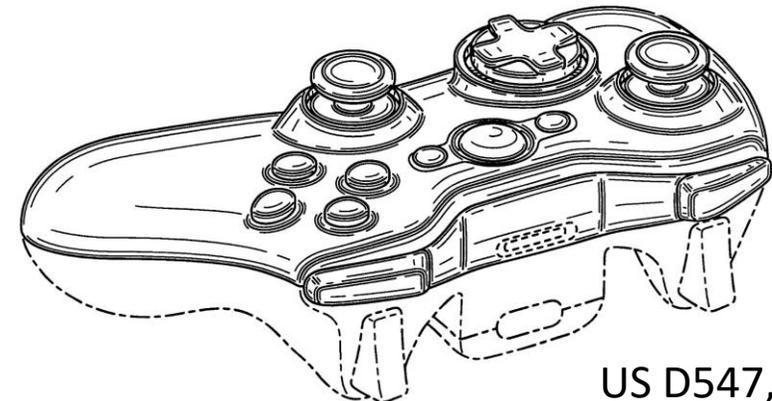
Admittedly, it is nice to buy a controller that's certainly cheaper and will more or less do the same thing as its original counterpart. I'm just sorry that Datel had to manufacture something too close to home and they're definitely going to paying for it for quite some time.



US D565,668



US D522,011



US D547,763

Another example...



See Color Options

Microsoft Arc Mouse - Black

by Microsoft

\$42.95 ~~\$49.99~~ 

In stock on October 15, 2016

More Buying Choices

\$34.99 new (10 offers)

\$17.99 used (2 offers)

FREE Shipping on eligible orders

 746



2.4ghz Wireless Foldable Folding Arc Optical Mouse for Microsoft Laptop Notebook - Black

by Mouse

\$12.99

Only 2 left in stock - order soon.

More Buying Choices

\$2.00 new (13 offers)

FREE Shipping on eligible orders

 355



Foxnovo 2.4GHz Wireless Folding Arc Optical Mouse with USB Receiver for PC Laptop MacBook (Black)

by Foxnovo

\$8.99 ~~\$15.99~~ 

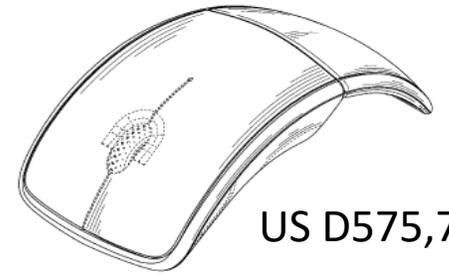
Get it by **Tomorrow, Oct 14**

More Buying Choices

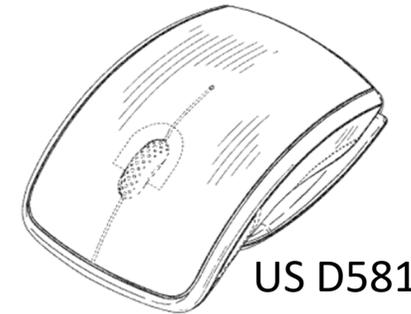
\$8.99 new (2 offers)

FREE Shipping on eligible orders

 8



US D575,784



US D581,929



US D593,095



Alternatives to getting mad

Ribbon Licensing: A shift to platform

Licensing the 2007 Microsoft Office User Interface

Rate this article ★★★★★

 jensenh November 21, 2006

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For the last year or so, one of the questions I've been asked again and again has been: "Can I use the new Office user interface in my own product?"

On one hand, it's an immensely satisfying question to hear, because it means that others in the industry believe in the value of what we've built and see how the sound UI research we've done can benefit their own products. Creating the new user interface has been our team's passion for the last three years, and we love sharing the fruits of this hard work.

On the other hand, the new Office user interface was a huge investment by Microsoft and the resulting intellectual property belongs to Microsoft.

As a result, I've never been totally comfortable answering questions about whether people can use the new UI or not publicly because, honestly, I didn't really know the answer. You might have noticed I've been pretty quiet on the subject.

Internally, though, more than a year ago we started talking about how we could share the design work we've done more broadly in a way that also protects the value of Microsoft's investment in this research and development.

Well, I'm pleased to finally be able to definitively answer the question. Today, [we're announcing a licensing program for the 2007 Microsoft Office system user interface](#) which allows virtually anyone to obtain a royalty-free license to use the new Office UI in a software product, including the Ribbon, galleries, the Mini Toolbar, and the rest of the user interface.

Last week, I recorded a video along with Judy Jennison, the lawyer who has been spearheading the licensing effort, to chat about the UI license in detail. Take a look, or keep reading to learn more.



Example of the Ribbon interface as a platform

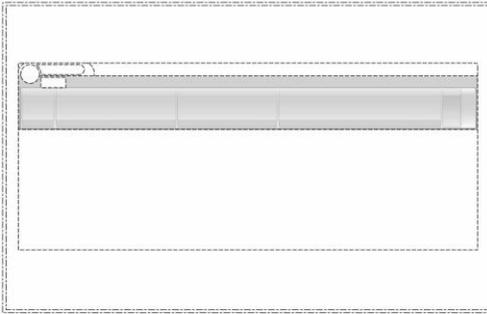


FIG. 1

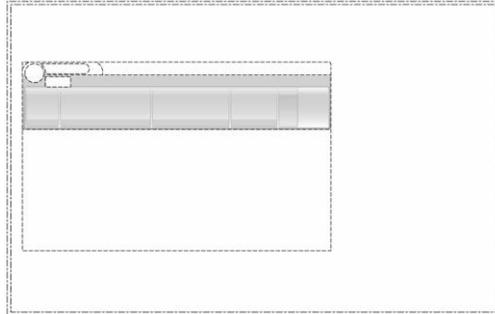


FIG. 2

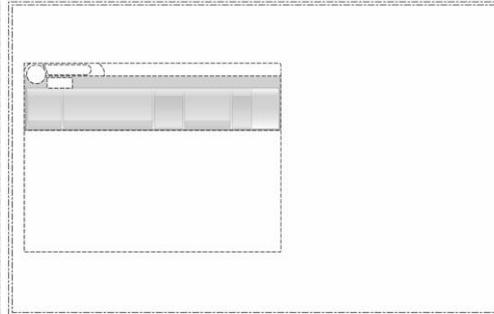


FIG. 3

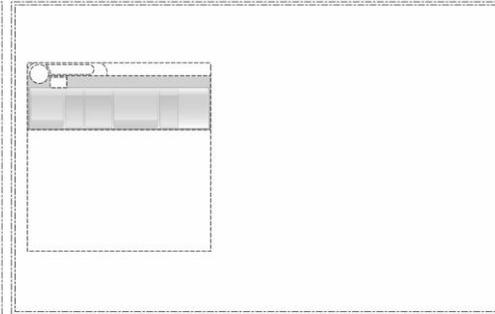


FIG. 4

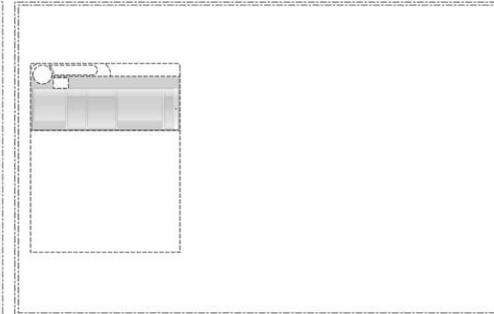
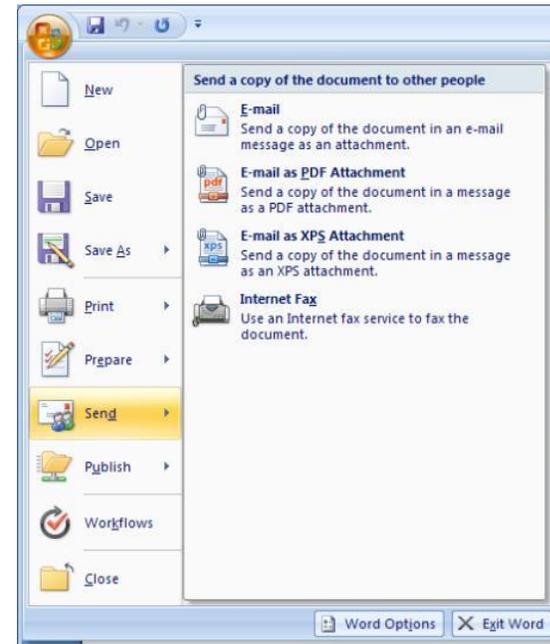
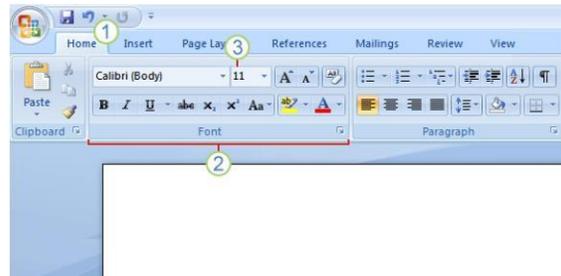
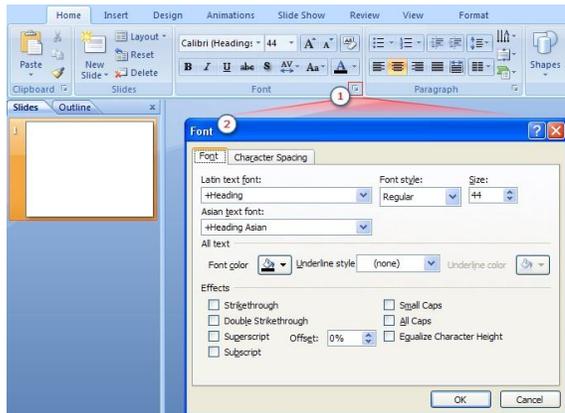


FIG. 5

US D564,535



Surface as a platform?

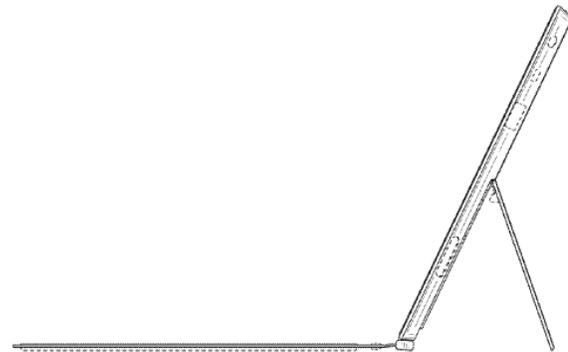
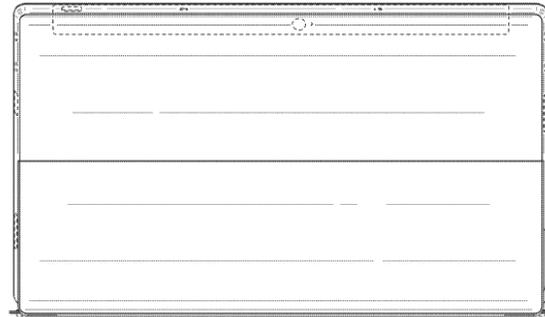
E.g., Kickstand Innovation
utility patents (left) – design patents (right)

1. An apparatus comprising:

a chassis;

a component rotatably
attached to a portion of the
chassis; and

at least one hinge that
attaches a portion of the
component to the portion of
the chassis, the hinge
including a center of rotation
that is external to the hinge.



U.S. Patent 9,134,808

U.S. Design Patent 696,254



