

## *Brainstorming Patent Search Ideas*

*Why* did I think this was worth a patent?

What *physical* feature makes this the best?

How is this *different* than everything else?

*Bottom line* my invention can:

\_\_\_\_\_ really *sells* the invention.

\_\_\_\_\_ is the *experience* delivered.

Does a *simple* concept make it work?

Is there a *superficial* reason that it is great?

When executed to technical *perfection*, the invention will have:

What is the *simplest* version of the invention?

## Brainstorming Patent Search Ideas

List the remaining *parts or steps* that contribute to the function of the invention.

**Wow** – The superlatives and comparisons that characterize the invention

|      |          |          |                |               |               |                  |
|------|----------|----------|----------------|---------------|---------------|------------------|
|      | Faster   | Stronger | More Efficient | Smarter       | Effective     | Highest          |
| Why? |          |          |                |               |               |                  |
|      | Cheapest | Most fun | Cleanest       | Most accurate | Most exciting | Most stimulating |
| Why? |          |          |                |               |               |                  |
|      | Lightest | Heaviest | Most Engaging  | _____         | _____         | _____            |
| Why? |          |          |                |               |               |                  |
|      | _____    | _____    | _____          | _____         | _____         | _____            |
| Why? |          |          |                |               |               |                  |