# Patent Search Keyword Worksheet

With any type of digital searching, either computer databases or on the Internet, it is important to use the correct key words to describe your invention. If you don't use the correct key words, you may miss an important reference.

Do not confuse your invention's trademark or trade name with what it is. For example, it's a cotton swab, not a Q-Tip®. It's a facial tissue, not a Kleenex®. It's a photocopy, not a Xerox®. The trademark or trade name is the name by which the product is or will be known in the marketplace. Trademarks should always be used as adjectives, not nouns. Trademarks are very important, and you should seek competent legal advice with regards to your trademark, at the appropriate time (after you actually have a product idea worth putting money into, which you don't know yet). What we're looking for on this worksheet is the noun that best describes your product.

1. If you had to pick one **noun** to describe your product, what is it? _____

2. Are there any synonyms for this word? (You might look in www.thesaurus.com for examples.)

_____ or _____ or _____ or _____

These words can usually be put together with the keyword operator "or" to find all of the products that fit into the general category of your invention, typically many thousand in number. Next, you need to add keywords that will distinguish your invention from all of these thousands of other inventions.

3. List a few concept keywords that differentiate your product from others. What words would you expect to find in a patent on your product that you would not expect to find in others, for example. What makes your invention unique?

(_____ **or** _____ **or** _____ **or** _____)
concept synonyms

**and**

(_____ **or** _____ **or** _____ **or** _____)
concept synonyms

**and**

(_____ **or** _____ **or** _____ **or** _____)
concept synonyms

**and**

(_____ **or** _____ **or** _____ **or** _____)
concept synonyms

Now you have a good head start in finding patents and products. To get your initial search strategy, put all of these categories between parentheses, and then combine them all with the keyword operator "and." For example, on a bracket for mounting a CD jewel case to the wall so you can see the cover artwork (cdsnaps.com), you might come-up with the following strategy:

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(bracket or clip or holder or support) and (cd or disk or disc or dvd) and (wall or
door or vertical surface) and (case or box or jewel case)
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Once you have a search strategy, you can adapt it for the particular database or Internet site you're searching. See our "Do-It-Yourself Patent Search" page on our website at www.QuickPatents.com/start-here/diy-patent-search for more information about how to convert this search strategy into a search string that is proper for the U.S. Patent and Trademark Office patent search website, for example.

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