

*What's The Big Idea*  
by gigi nelson



AMBIGRAM idea gif found [here](#)

There is a book by author KOBI YAMADA entitled *What Do You Do With An Idea?* The book starts with the words “One day, I had an idea.” The “idea” looks like a golden egg with a crown and stick legs. At first the boy tries to leave the idea behind. He doesn’t know where it came from or what to do with it. But it follows him, and grows, and wants food and attention. He becomes friends with his idea. Lots of people tell the boy that his idea is “too weird” and a “waste of time” and he almost gives up; but the boy is brave and keeps going.

Spell: AUTHOR BRAVE AMBIGRAM

What is the author’s name mentioned above? KOBI YAMADA

What is the title of the book? WHAT DO YOU DO WITH AN IDEA

What does the “idea” look like? A GOLDEN EGG WITH A CROWN AND STICK LEGS

\*The idea follows him and grows and wants \_\_\_? FOOD, ATTENTION

What do people tell the boy about his idea? ITS TOO WEIRD, ITS A WASTE OF TIME

What is the name for something that can be spelled the same forward and backwards like the word KAYAK, RACECAR, or TACOCAT?

PALINDROME

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If your idea took shape, what would it look like?

Point to the ambigram above.

If only our ideas were tangible and visible like the egg in the story! In an episode of the podcast, “Stuff You Should Know” that aired on October 12th 2023, hosts JOSH CLARK and CHARLES “CHUCK” W. BRYANT talk about the concept of INTELLECTUAL PROPERTY or “IP.” There are four main categories of IP and they include: PATENTS, Trademarks, COPYRIGHT, and Trade Secrets.

Spell: STORY      EPISODE      HOST

If only our ideas were \_\_\_ like the egg in the story? TANGIBLE, VISIBLE

What is the name of the podcast mentioned? STUFF YOU SHOULD KNOW

When did the episode of the podcast air? OCTOBER 12 2023

What is the name of one of the hosts mentioned above? JOSH CLARK, CHARLES CHUCK W BRYANT, CHARLES BRYANT, CHUCK BRYANT

What does IP stand for in this context? INTELLECTUAL PROPERTY

What is one of the categories of IP? PATENTS, TRADEMARKS, COPYRIGHT, TRADE SECRETS

Charles Bryant above includes his nickname “Chuck” on his podcast website. Do you have a nickname? What is it?

If you did the lesson on [LONNIE JOHNSON](#), you’ll remember that he has a ton of patents. According to Wikipedia, he has more than 250 and counting. “A patent is an exclusive right granted for an invention, which is a product or a process that provides, in general, a new way of doing something, or offers a new technical solution to a problem.”<sup>1</sup> In order to apply for a patent you must have a UNIQUE (one of a kind, original) idea that doesn’t copy anyone else’s art or ideas. You must also explain *how* the invention will work in real life. Patents can cost anywhere from \$900 to \$10,000

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<sup>1</sup> <https://www.wipo.int/patents/en/>

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depending whether you apply yourself or use a patent LAWYER. Usually, you retain patent rights for 20 years.

Spell: RIGHT NEW APPLY

Who is the inventor mentioned above? LONNIE JOHNSON

According to Wikipedia, Lonnie Johnson has more than \_\_\_\_ patents? 250

What is a patent? Feel free to paraphrase. A PATENT IS AN EXCLUSIVE RIGHT GRANTED FOR AN INVENTION

What is an invention? A PRODUCT OR PROCESS THAT PROVIDES IN GENERAL A NEW WAY OF DOING SOMETHING OR OFFERS A NEW TECHNICAL SOLUTION TO A PROBLEM

What word means one of a kind or original? UNIQUE OR

What is another way of saying unique? ONE OF A KIND, ORIGINAL

The low end cost of applying for a patent is \_\_\_\_ dollars? 900

When applying for a patent, you can apply yourself, or hire a patent \_\_\_\_? LAWYER

Usually you retain patent rights for \_\_\_\_ ? 20 YEARS

**TM**

Red <sup>TM</sup> found [here](#)

Trademarks protect not just brand names but also SLOGANS. That's right, you can claim your catchphrase. Pro athlete TIM TEBOW owns "Tebowing" and in 2007, PARIS HILTON successfully sued Hallmark (a greeting card company) for using her likeness and slogan "It's Hot" on a card. A more complete definition says "A trademark can be any word, phrase, symbol, design, or a combination of these things that identifies your goods or services. It's how customers recognize you in the marketplace and distinguish you from your competitors."<sup>2</sup> Trademarks can continue

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<sup>2</sup> <https://www.uspto.gov/trademarks/basics/what-trademark>

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indefinitely if you keep using the trademarked item and renew on time (due every ten years).

Spell: DEFINITION PARIS HILTON HOT

Trademarks can be not just brand names but also \_\_\_\_? SLOGANS

Who owns “tebowing?” TIM TEBOW

How long ago did Paris Hilton sue Hallmark? (Your Year) 2023 - 2007 = 16 YEARS AGO

Hallmark is described as a \_\_\_\_ company? GREETING CARD

A trademark can be any \_\_\_\_ that identifies your goods or services?

WORD, PHRASE, SYMBOL, DESIGN, COMBINATION OF THESE THINGS

What sport did Tim Tebow play? FOOTBALL



Image of the copyright symbol found [here](#)

So, what about books, blogs, screenplays, and well, this lesson? The little c with the circle around it stands for copyright. “Copyright is a type of intellectual property that protects **original works of AUTHORSHIP** as soon as an author **fixes** the work in a **tangible form of expression.**”<sup>3</sup> It includes tons of stuff like original photos, works of art, music, choreography, poetry, and anything that was made with a “spark” of creativity. For works created after January 1, 1978, copyrights last for the life of the author plus 70 years. Unlike a patent, the author does not need to apply for or pay to receive copyright protection, but authors can enhance protection by registering their work.

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<sup>3</sup> <https://www.copyright.gov/what-is-copyright/>

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Spell: LESSON PROTECT SPARK

“Copyright is a type of intellectual property that protects original works of \_\_\_\_?” AUTHORSHIP

The little c with the \_\_\_\_ around it stands for copyright? CIRCLE

What is one of the examples given of something that could be protected with copyright? BOOKS, BLOGS, SCREENPLAYS, THIS LESSON, ORIGINAL PHOTOS, WORKS OF ART, MUSIC, CHOREOGRAPHY, POETRY, ANYTHING MADE WITH A SPARK OF CREATIVITY

How long do copyrights last (for works after 1978)? THE LIFE OF THE AUTHOR PLUS 70 YEARS

Trace the circle of the copyright symbol with your finger while taking a deep breath in, reverse and breathe out. Repeat up to five times.



A Coca-Cola mural in AUSTELL, GEORGIA, found [here](#)

Have you ever heard someone ask for a RECIPE only to be told “that’s a secret.” According to wipo.int, in order to count as a trade secret, information must be: “commercially valuable because it is secret, be known only to a limited group of persons, and be subject to reasonable steps taken by the rightful holder of the information to keep it secret, including the use of confidentiality agreements for business partners and employees.” One famous example of a trade secret protection is the formula used to make COCA COLA. Coke doesn’t have a patent which would have expired

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by now, instead, they've just done a really good job protecting their secrets, and that can last INDEFINITELY (forever, permanently).

Spell: RECIPE      EXAMPLE      JOB

Have you ever heard someone ask for a recipe only to be told \_\_\_\_?

THAT'S A SECRET

In order to count as a trade secret, information must be \_\_\_\_?

COMMERCIALLY VALUABLE BECAUSE IT IS A SECRET, BE KNOWN ONLY TO A LIMITED GROUP OF PERSONS, BE SUBJECT TO REASONABLE STEPS TAKEN BY THE RIGHTFUL HOLDER OF THE INFORMATION TO KEEP IT A SECRET

One famous example of trade secret protection is the used to make \_\_\_\_?

COCA COLA

What word means forever or permanently? INDEFINITELY

OR

What is another word for indefinitely? FOREVER, PERMANENTLY

What is another type of soda? PEPSI, SPRITE, DR PEPPER

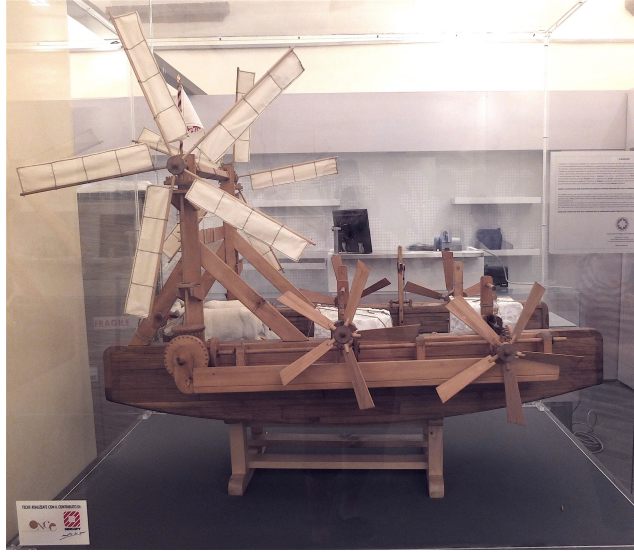
Is there a Thanksgiving family recipe or dish you love? What is it?

The idea of idea ownership is not a new idea. FELIPPO BRUNELLESCHI (1337 - 15 April 1446) was an Italian ARCHITECT who was also a brilliant sculptor, painter, and inventor (and deserves his own lesson). He is considered the originator of RENAISSANCE architecture and...thought to be the first person in the Western World to patent something. In 1421, he was granted a patent for a "river transport vessel" designed to carry large blocks of marble.

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“[Model of a boat built by Brunelleschi in 1427](#) to transport marble to FLORENCE. The ship sank on its maiden voyage.” (Oops)

Spell: OWNERSHIP    BLOCKS    FIRST

What is the name of the person mentioned above? FELIPPO

BRUNELLESCHI

What year was he born? 1337

Brunelleschi was a(n) \_\_\_\_\_? ARCHITECT, SCULPTOR, PAINTER, INVENTOR

He is considered to be the originator of \_\_\_\_\_? RENAISSANCE ARCHITECTURE

In 1421, he was granted a patent for a \_\_\_\_? RIVER TRANSPORT SYSTEM

JOHN LOCKE, 1632 - 1704 is considered one of the great ENLIGHTENMENT thinkers. His thoughts on property, human rights, and the goals of humanity influence IP to this day. It's easy to think of “property” as something physical that we can see and touch. If someone steals my car, I no longer have my car. But if an idea is taken, I still have my idea, but now someone else may also be profiting from it. So, can it still be considered property? Lawliberty.org says, “In a patent lawsuit in 1845, an American judge wrote that ‘we protect intellectual property, the labors of the mind, productions and interests as much a man’s own, and as much the

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fruit of his honest industry, as the wheat he cultivates, or the flocks he rears.”

Spell: HUMANITY GOALS JOHN LOCKE

How long did John Locke live? 1704 - 1632 = 72 YEARS

John Locke is considered one of the great \_\_\_ thinkers?

ENLIGHTENMENT

Locke’s goals on \_\_\_ influence IP to this day? PROPERTY, HUMAN RIGHTS, THE GOALS OF HUMANITY

In a patent lawsuit in 1845, an American judge wrote \_\_\_? (Paraphrase)

What is a synonym for steal/stealing? THEFT, TAKING

Yamada’s book shows that the boy and his idea become friends.

INEXTRICABLY (impossible to separate or untangle) intertwined. They belong to each other. IP is there to protect “the labors of the mind.” The field of intellectual property law has had to adapt and adjust especially with the advent of technology and the internet. But the value of creativity, original thought, and ingenuity continues to be protected. The last line of Yamada’s book reads, “And then, I realized what you do with an idea...You change the world.”

Spell: BOY ADVENT BELONG

Yamada’s book shows the boy and his idea become \_\_\_? FRIENDS

What word means impossible to separate or untangle? INEXTRICABLY

Inextricably means impossible to \_\_\_? SEPARATE, UNTANGLE

IP is there to protect \_\_\_? THE LABORS OF THE MIND

The value of \_\_\_ continues to be protected? CREATIVITY, ORIGINAL THOUGHT, INGENUITY

The last line of Yamada’s book says \_\_\_? AND THEN I REALIZED WHAT YOU DO WITH AN IDEA YOU CHANGE THE WORLD

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CREATIVE WRITING: Do you have an idea you are “inextricably intertwined” with? What is it? Do you remember when and where you first had the idea?

Do you have a “catch phrase” or motto that you would trademark if you could? What is it?

Do you agree that ideas and inventions should be protected by law? What do you think are some of the challenges to ensuring protection of original ideas? Do you have any thoughts on how to mitigate these challenges?

VAKTIVITY:

The site <https://www.uspto.gov/trademarks/search> lets you look up trademarks and see when they were filed, by whom, and the description of the service or phrase trademarked! ( more direct link: <https://tmsearch.uspto.gov/bin/gate.exe?f=searchss&state=4809:w0ez49.1.1>) For example, [here](#) is the search for Coca-Cola. Is there something you want to look up? What is it?

Watch the reading of the book, *What Do You Do With An Idea?* [here](#) (5 min)

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References:

<https://www.youtube.com/watch?v=0We9zl5J7hQ> *What Do You Do With An Idea?* Read Along

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<https://www.upcounsel.com/how-much-does-a-patent-cost>

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\*<https://lawliberty.org/forum/why-intellectual-property-rights-a-lockean-justification/>

\*Quote referenced above linked to: [20] *Davoll v. Brown*, 7 F. Cas. 197, 199 (C.C.D. Mass. 1845)

[https://commons.wikimedia.org/wiki/File:Austell\\_Coca\\_Cola\\_mural.jpg](https://commons.wikimedia.org/wiki/File:Austell_Coca_Cola_mural.jpg)

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[https://en.wikipedia.org/wiki/John\\_Locke](https://en.wikipedia.org/wiki/John_Locke)

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