

Patently Fair

How Patents Foster Competition at the Auto Show

CARS, CRAFTS
AND COMMERCE

QUEST 05
US GOVERNMENT

STATE FAIR OF TEXAS
CURRICULUM

STUDENT EDITION

Recap

You will be going to the State Fair of Texas to explore patent competition at the Auto Show! Check out all the cool new technology, and discover what goes into making sure no one steals inventors' ideas.

STATE FAIR MAP



Recall from your class discussions:

- ★ Patents are the driving force of the new and improved cars we enjoy.
- ★ Innovators are encouraged to compete in the auto industry, because patent holders are allowed exclusive rights to develop their patented technology for a specified amount of time before other competitors can begin developing it for themselves.
- ★ Some sites you can visit:
 - o <https://www.commerce.gov/page/about-commerce>
 - o <http://www.uspto.gov/patents-getting-started/general-information-concerning-patents#heading-2>
 - o <http://blogs.wsj.com/corporate-intelligence/2015/02/25/ford-files-patent-for-design-of-car-with-removable-bicycle-frame/>
 - o <http://tgs.freshpatents.com/Electric-Vehicle-bxl.php>
 - o <http://www.cnbc.com/2015/12/18/googles-new-self-driving-car-patent-a-lot-to-talk-about.html>



Plan Your Route

- ★ Starting at Gate 5 (if you can) visit the **Classic Corral** on your right.
- ★ Continue down Grand Avenue, and then take a left on First Avenue.
- ★ The **State Fair Auto Show** will be on your right, as will the **State Fair Truck Show**.

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Optional Materials to Bring

- ★ Electronic Device to record observations
- OR
- ★ Paper/writing utensil
- ★ Camera

While You're There

You will use information you gather at the State Fair to help you with THREE project goals:

1. Explain how patented technology found at the State Fair Auto Show makes an impact on society.
2. Explore the importance of patents and copyright by appropriating artwork discovered at the Fair.
3. Research and write about a patent legal case.

The objective of your visit is to explore some of the new technologies that are patented (or pending patent) at the Auto Show and how they have fostered competition within the auto industry.

★ **PATENTLY FAIR:** Visit the Classic Corral first. This will allow you a chance to see some of the original automobiles that have been used as a foundation to create new innovative technology on the new vehicles we enjoy.

- o Take note of some of the older technology, with the make and models, so you can compare the old to the new.
 - ☐ Take pictures with your camera if you chose to bring it.
- o When you get to the new automobiles at the State Fair Auto Show and Truck Show, view at least three new cars/trucks and take note of the make and model to refer to later.
 - ☐ Be sure to take note of your favorite new vehicle you viewed at the Fair, and the reasons why you find it appealing.
 - ☐ If you have time, take a look inside the car (possibly inside the car door or on a sticker in a discrete place) and note the patent number.
- o Find a place to sit somewhere in the Fair, and brainstorm for a few minutes:
 - ☐ How might the technology in the car you found change society? How might it make our lives better? In what ways, if any, could the technology make life worse? How could the technology affect the environment? Write down or record your thoughts.

★ **APPROPRIATION (Art Portion):** While at the State Fair, look for objects that really represent the Fair visually.

- o You might choose a specific car from the car show, Big Tex, the Texas Star, etc.
- o You'll refer to these for your art project, so sketch or take pictures.



Back at School

When you return to class following your State Fair visit, you will work on your three projects. See your teachers for more information.