

# Patently Fair

*How Patents Foster Competition at the Auto Show*

**CARS, CRAFTS  
AND COMMERCE**

**QUEST 05  
US GOVERNMENT**

**STATE FAIR OF TEXAS  
CURRICULUM**

The Auto Show at the Fair is a bustling place. Some fairgoers stop there to escape the heat, while others flock to see vehicles unveiled with groundbreaking new technology. You may see cars that have 4G internet inside or one that has cameras and sensors in unusual places. You might even see a car that can parallel park itself! We can take advantage of new technologies that many take for granted, because innovators **patent** their inventions.



## During this Cars, Crafts, & Commerce Quest, you will:

- ★ Explore new patents at the Auto Show.
- ★ Analyze how patents foster competition within the auto industry.
- ★ Explain how the patented auto technology you find makes an impact on society.
- ★ Explore the importance of patents and copyright by appropriating artwork discovered at the Fair.
- ★ Research and write about a patent legal case.



## Standards

- ★ Art TEKS: Art I: 1A, 1D, 2C, 2A, 4D; Art II: 1A, 2C, 4E
- ★ ELAR TEKS: E4(21)(A), E4(21)(B), E4(21)(C), E4(23)(A),
- ★ Career Development TEKS: PS.2A, PS.2B
- ★ Government TEKS: 7(B), 7(D), 17(A), 19(A), 19(B), 20(A), 20(B)



## Before You Go – 15 min. prep time, 45 teaching time

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. This allows them to gain wealth in our free market economy.

Discuss patents, and explain what they are and how entrepreneurs obtain them from the US government. Be sure to touch on how this is one of the many roles government plays in the free enterprise system.

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## STATE FAIR MAP



### Invitation

★The Auto Show at the Fair is a great place to visit! It not only allows you a chance to be in the cool air conditioning to escape the heat, but it's also a place to explore all the new vehicles that car manufacturers have come up with recently. Please bring the listed materials and follow the route, and perform the tasks below at the State Fair of Texas.



### 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**.



### Optional Materials to Bring

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

- ★Discuss what the Department of Commerce is and its role.
    - o A great site to visit with students is <https://www.commerce.gov/page/about-commerce>
  - ★Explore the United States Patent and Trademark Office with students:  
<http://www.uspto.gov/patents-getting-started/general-information-concerning-patents#heading-2>
    - o Be sure to discuss how the US Patent and Trademark Office is an agency of the Department of Commerce.
- Have students:
- ★Define patent and trademark and explain the difference.
  - ★Explore and explain how patents can help the economy.
  - ★View examples of auto patents. Please don't limit yourself to the sites provided – there are several that offer great information on new automobile patents. Here are some sites:
    - 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>

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## While You're There

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 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.



## After the Fair – 45 min project

When you return to class following your State Fair visit, you will explain how patented technology found at the State Fair Auto Show makes an impact on society.

- ★ Create a multimedia presentation of your findings at the State Fair Auto Show that includes the following:
  - o A Title page with a catchy slogan
  - o Examples of recent automobile patents that were viewed at the Fair
  - o Pictures/drawings of the patented technology you observed
  - o The impact that the advancement in technology might make on society
  - o Use of proper grammar and sentence structure



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## ART PORTION

### Before You Go

There is something in art called appropriation, and it is often a hot topic in the art world. Like a patent, artists have certain rights to their work – or intellectual property. If an artist creates a piece of art, then another artist can't (well, can't **ethically**), create the EXACT same work and make a profit from it.

Appropriation, however, is where things can get sticky.

- ★ This concept merely means that one person can take the work or idea of another, and use it in a slightly different manner.
- ★ For obvious reasons, there have been years-long discussions on whether this is a form of art, or just stealing from another artist.
- ★ Either way, appropriation is rampant throughout the art world.
- ★ Take a moment to visit the site below. It describes appropriation in a bit more detail. In addition, at the top right of the page, there are links for a PowerPoint presentation and other resources further describing appropriation, particularly in the vein of pop art.
  - o [https://www.moma.org/learn/moma\\_learning/themes/pop-art/appropriation](https://www.moma.org/learn/moma_learning/themes/pop-art/appropriation)

### While You're There

See the main portion of the Quest for instructions.

### When You Return

For your project, you are going to utilize appropriation to somehow transform that image into your own artwork.

- ★ Careful not to just recreate the same image – it must be changed in some way, which includes simply in context.
- ★ When finished, present your work to your peers, and hold a discussion on your views regarding appropriation.
  - o Do you feel that is it right, or that it is just replication of another artist?
  - o Did your views change once you created your own appropriation work?



## ENGLISH PORTION

The world of patents is not black and white or straightforward; sometimes it can be messy and complicated trying to claim one's rights to a product or idea. Using your research skills, you will write a three-page research paper on a patent trial case that made its way to the U.S. Supreme Court. Include the following case information in your research paper:

- ★ Name of court case
- ★ Defendant and plaintiff
- ★ Background/history of the case
- ★ Background/history of invention/idea
- ★ Background/history of companies/individuals involved
- ★ Major arguments of defendant and plaintiff
- ★ Case outcome

The paper should be double-spaced, 12-point font, and follow all MLA citation guidelines.