

Enhanced outreach programming and storytelling

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November 18, 2021

Patent Public Advisory Committee quarterly meeting

UNITED STATES
PATENT AND TRADEMARK OFFICE



Expanded outreach to historically underserved innovators

- In FY 21, launched four new annual programs:
 - Asian American and Native Hawaiian/Pacific Islander (AANHPI) inventors (May)
 - Proud Innovation (June)
 - Hispanic Innovation & Entrepreneurship (Oct)
 - Veterans Innovation and Entrepreneurship (Nov)
- Objectives:
 - Inspire
 - Educate
 - Promote awareness and access
 - Establish new and strengthen existing connections



Enhanced WES and Black Innovators programming, more to come in 2022

USPTO Black History Month events

Three contemporary Black women inventors:

Aprille Ericsson, Ayanna Howard, and Arlyne Simon

Wednesday, February 10, 2021, noon to 1:30 p.m. ET



A focus on business

Showcasing the successful artistic collaboration between cartoonist and illustrator Liz Montague and Google art director Angelica McKinley

Friday, February 12, 2021, noon to 1:15 p.m. ET



www.uspto.gov/events

March 3, 2021 • 12:30 p.m. ET

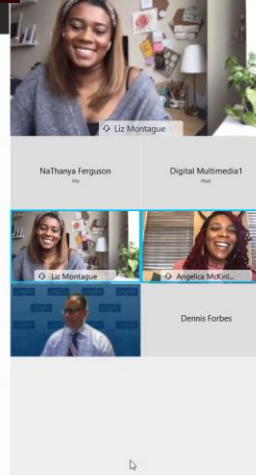
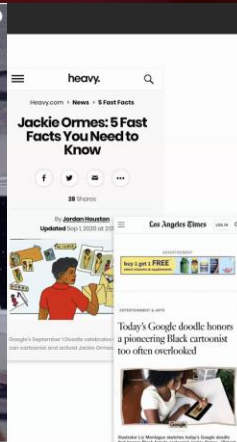
WE WOMEN'S ENTREPRENEURSHIP SYMPOSIUM 2021



March 31, 2021 • Noon - 1:30 p.m. ET

WE WOMEN'S ENTREPRENEURSHIP SYMPOSIUM 2021

Lessons from successful innovative women



Key storytelling tool: Journeys of Innovation

- Monthly series telling the story of an inventor or entrepreneur who has made a positive difference in the world.



Cultivating curiosity

Arlyne Simon doesn't want to be a statistic. She is a biomedical engineer, patent-holding inventor, author, and entrepreneur. Today, that puts her among a very small number of women—especially women of color—but Simon is on a mission to change that.

AN INTERVIEW WITH
Arlyne Simon



Driving innovation

Audrey Sherman was initially drawn to science by the appeal of “cooking polymers all day and driving a sports car,” but it was her personal drive and persistent inquisitiveness that paved her way to becoming 3M’s top female patent holder. Perhaps best known for inventing the adhesives on smartphone screen protectors and Command hooks designed for humid or soapy environments, Sherman is quick to credit the invaluable role collaboration has played in her success.

AN INTERVIEW WITH
Audrey Sherman



Inventing salsa

Johnny Pacheco popularized a New York version of Cuban dance music by founding a label, Fania Records, and a troupe of performers, the Fania All Stars, in the 1960s. He called it all “salsa”—the music, the dancing, the culture as a whole—and the term has stuck. Through salsa, Pacheco and Fania achieved lasting recognition for performers from the United States’ growing Latino communities and created a worldwide market for Latin dance music.

**National Outreach Partnerships: Celebrating
& creating innovators with the National
Inventors Hall of Fame (NIHF)**

NIHF | Partnership Agreement



National Inventors
Hall of Fame®

- **Joint agreement**
 - USPTO's largest outreach partnership
 - USPTO provides \$4 million cash & in-kind
 - NIHF matches funds
- **Recognition Programs**
 - Annual induction in May
 - Museum in HQ
- **STEM & IP education programs**
 - PreK-12 nationwide
 - 180,000 children annually
 - 22,000 teachers trained annually
- **Collegiate Inventors Competition**
 - Nationwide graduate & undergraduate
 - Ceremony at USPTO HQ

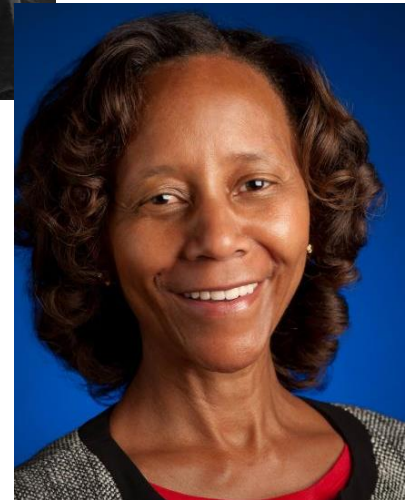
NIHF| Inductees to NIHF

- Must hold **U.S. Patent** and significantly contribute to nation's welfare
- **Over 600 inductees**
- Induction held annually in May in **Washington, DC**
- Featured in **NIHF Museum**
- **Integrated** into all aspects of program offerings



NIHF| Inductees to NIHF: Class of 2022

- Class of 2022 includes first Black women: **Dr. Patricia Bath** and **Dr. Marian Croak**
- Anyone can nominate to NIHF: www.invent.org/inductees/nominate-inventor
 - Patent: U.S. patent that is groundbreaking
 - Progress: Invention has widespread use
 - Perseverance: Inspiring story
 - Passion: Leaders in their field & dedicated to next generation



NIHF | PreK-12 Education Programs

NATIONAL INVENTORS HALL OF FAME

PROGRAMS & AUDIENCE



**Invention
Playground**

Preschool



**Camp
Invention**

K-6th Grade



**Invention Project
K-6**

K-6th Grade



**Club
Invention**

1st-6th Grade



**STEM
Maker Lab**

1st-6th Grade



**Innovation
Exploration Kits**

K-9th Grade



**Invention Project
6-9**

6th-9th Grade



Leaders-in-Training

7th-9th Grade



**Leadership
Intern**

High School



**Collegiate Inventors
Competition**

College



**Professional
Development**

Educators

NIHF| Camp Invention

- NIHF's **flagship** outreach program since 1990
- National **K-6 grade** STEM & IP education program
- New **curricula** developed by NIHF annually
- Input and participation from **inductees**



NIHF| Camp Invention

- **140,000** children participate annually
- **3,000** school districts in 50 states, D.C., and Puerto Rico each year
- **17,000 certified** teachers trained annually with 30+ hours of professional development
- **200,000** children in school districts nationwide impacted annually by teachers trained in IP every year
- **60-100,000** underserved students receive scholarships annually



NIHF| Camp Invention Evaluations

- Multiple independent evaluations show **short- and long-term benefits** to Camp
- Lasting impact: Just one week of Camp improves students' **creativity, STEM interest, collaboration, problem solving**
- Participating in Camp **improves attendance, GPA, test scores** the following school year
- **Teachers** incorporate **entrepreneurial concepts** and foster **risk-taking** in classrooms



"Camp Invention was life changing from the start. I decided to change my librarian career to a middle school STEM teacher due to Camp Invention's curriculum and model."

- Stephanie Watkins, Instructor

NIHF| Pandemic pivot: At-home & hybrid

- **2020: Innovation Exploration Kits** delivered both virtual and offline at-home kits
- 99,500 PreK-12 students in all 50 states in 2020 (virtual, in-person, and offline)
- **2021: Camp Invention Connect:** Virtual, teacher-led Camp Invention
- **2021: In-person and hybrid camps** led by schools
- **Reached 200,000+ students** for first time ever
- **Scholarships** for 144,000 students so far in 2021 due to increased Fed support



NIHF | Future outreach

- Keep virtual/kit format to help reach **rural/ small population areas**
- How to best support **participation** for **underrepresented/served groups**
 - NIHF working with Overdeck Family Foundation to translate curricula to Spanish
 - Targeted USPTO funding supports kits & materials sent to underserved students
 - FY20: USPTO funds supported 8,200 students
 - FY21: USPTO funds supporting 3,300 students
 - FY23: USPTO funding materials a permanent part of NIHF joint agreement





Thank you!

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