

**United States Patent and Trademark Office (USPTO)
Council for Inclusive Innovation (CI²)
Discussion Board Questions**

Discussion Board Questions

This guide is semi-structured to ensure we include core questions; however, the moderator will ask questions as appropriate to probe for more details about opinions and to follow the flow of the discussion among participants.

Information for Participants: This section gives a brief introduction about CMRignite's role with the project, the role of the moderator, and explains the group chat.

OMB Information:

A Federal agency may not conduct or sponsor, and a person is not required to respond to, nor shall a person be subject to a penalty for failure to comply with an information collection subject to the requirements of the Paperwork Reduction Act of 1995, unless the information collection has a valid OMB Control Number. The OMB Control Number for this information collection is 0651-0080. Public burden for this discussion board is estimated to average 5 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the information collection. Send comments regarding this burden estimate or any other aspect of this information collection, including suggestions for reducing this burden to the Office of the Chief Administrative Officer, United States Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450 or email InformationCollection@uspto.gov.

- CMRignite has partnered with USPTO, an agency that supports people who come up with unique ideas, creations, and inventions, and I'm leading the group chat.
- The chat is live from September x to x, but you can choose the days/times you take part in the chat in that time frame.
- It is your choice to take part in the group chat, and you can stop at any time.
- The group chat is private – only members of our team can observe the chat.
- We will not share responses in the group chat with anyone outside our team.
- We will group together the responses in the group chat and look for themes to include in a report. No names are in the report.
- The report is for internal use only and used to help USPTO in their outreach efforts to creators and inventors.
- If you answer all the questions, you will receive a \$100 electronic gift card after the chat ends to thank you for your time.

- If you have any issues connecting to the group chat, please contact interviews@cmrignite.com or reach out to me directly on this group chat.

Ground Rules: These are shared before the start of the group chat to help set expectations for discussion board participants.

- People do not share their full names and personal contact information. You can choose how much to share about yourself.
- There are no right or wrong answers.
- I do not work for the USPTO, so I encourage you to speak freely and share all opinions. Please respect the opinions of others even if you don't agree.
- Feel free to share examples/stories, images, memes, to help me understand.
- Feel free to build off each other's ideas and chat with each other. I'm here to ensure we stay on track and ensure people have a chance to respond.
- Try to stay on topic; I may need to interrupt so that we can cover all the questions, but I will keep track of anything extra on a "Parking Lot" which is a list of other areas that are important to you.
- As a reminder, join in the chat when it works for you. You have until September x to answer all the questions.
- Please keep this group chat private; don't discuss with others outside this group.
- Please be kind. No profanity, language, images, or videos that are or could be offensive toward others. If you do, I will remove you from the group chat.
- Have fun – we hope you enjoy spending time with the others on this chat!

Introductions: Participants share information to establish rapport with each other and the moderator.

Questions: Question groups are structured to assess knowledge, perceptions/beliefs, behaviors, motivators/barriers, and communication needs/channels; bullets indicate probes/follow-up areas the moderator will use in the group chat to explore different perceptions, opinions, and beliefs.

You have two weeks to answer these questions, from September x to x.

- 1) Now, let's get started! What hobbies or interests do you have? Tell us about them.**
- 2) Who in this group likes to think of new ideas, solutions to solve problems, or new creations? Share some brief examples or stories.**

3) Tell us about the process you took (or would take) when you have a new idea, a solution to a problem, or a new creation. For example, Step 1, I did this, Step 2, I did this, etc. [Moderator can give an example if needed]

- What motivated you to come up with the idea/creation? [Probe: feeling like you are giving back to the community? Social recognition? Rewards?]
- If you have created a new invention what was your process of creating it?
- What would support you as you are thinking or working through it? [Probe: A process to follow, simple steps to help build on the idea, ways to think differently, etc.]
- What are the reactions, emotions, feelings, or questions you have during this journey? (Feel free to share an image or symbol to represent your thoughts)

4) Quick Poll: How strongly do you agree with each of the following statements? [5-point scale response: Completely disagree to Completely agree]

- a. You are familiar with how to legally protect your ideas or creations.
- b. You intend to legally protect your ideas or creations in the future.

5) How common do you think it is for people to come up with new inventions or creations?

- How helpful or not helpful would it be to connect with others who have done this?
- How could others/peers support you?
- How important is recognition from others/peers?
- Feel free to share an image or symbol to represent how their support would impact you.

6) What is it about you and who you are that makes you want to come up with a new idea, creation, or solution to a problem?

- How much does culture play a role?
- What do you value about yourself that you think contributes to your new idea/creation?
- What else plays a role? [Probe: other creators, experts, mentors, someone to run ideas by]

7) Quick Poll: How strongly do you agree with each of the following statements? [5-point scale response: Completely disagree to Completely agree]

- a. You are familiar with the U.S. Patent and Trademark Office (USPTO).
- b. You trust the U.S. Patent and Trademark Office (USPTO).
- c. You are familiar with the process to submit an application for a patent.
- d. You are familiar with Intellectual Property (IP).

8) What do you know about the U.S. Patent and Trademark Office (USPTO)?

- How do you know about USPTO?
- What symbols/images do you think about when you think about USPTO and why? Feel free to post them.
- What more do you want to know about USPTO?

- What words come to mind when you think about Intellectual Property (IP)?
- The USPTO is an agency that supports people who come up with unique ideas, creations, and inventions and offers ways it can protect your ideas. After hearing more about USPTO, how trustworthy do you think this agency is in its efforts to support and protect people's ideas? [Probe: reasons why]

9) What do you know about patents and trademarks?

- How do you know about patents and trademarks?
- What symbols/images do you think about when you think about patent and why? Feel free to post them.
- What more do you want to know about patents and trademarks?
- A patent is like a special, legal permission slip the government gives you that says you're the only one who can make, use, or sell your idea for a certain number of years.
- A trademark is like a special sign or symbol that helps people see that certain products or services belong to a company. It's like a brand's name, logo, or even a catchy phrase that belongs to a specific company. This helps companies stand out.

10) Quick Poll: How strongly do you agree with each of the following statements? [5-point scale response: Completely disagree to Completely agree]

- a. You feel confident in your ability to...
 - a. submit an application for a patent to U.S. Patent and Trademark Office (USPTO).
 - b. Submit an application for a trademark to USPTO.
- b. You intend to...
 - a. submit an application for a patent to USPTO in the future.
 - b. submit an application for a trademark to USPTO in the future.

11) Why would you want to or not want to apply for a patent or trademark?

- Explore barriers related to lawyers

12) If there was information being shared about USPTO and the process for submitting patent applications...

- Who do you trust sharing that info? [Probe: friends/family, peers, other drivers, local leaders, community leaders, businesses, media, faith organizations, etc.]
 - o [If people are comfortable sharing] Names and titles of local business owners, pastors, doctors, etc., who are mentioned]
- Where would you want to see it/hear it? [Probe: social media-Facebook/Instagram, podcasts, news, neighborhood events, stores, billboards, church, talk radio, news, social media]
- What would influence you to go to a USPTO website to file for a patent?
 - o What kind of information would be helpful? [Probe: content, to do lists, interactive based on where you are in the process (customized); what info helps to educate in an easy and not to overload]
 - o What would the website look like? [Probe: videos vs. readable content; any features on websites they really like interacting with]
 - o How do you like to search/filter for information?

13) Soon, we will create ad concepts about USPTO. Concepts are ideas for ads that will share information about USPTO, but they are not fully developed. Would you be interested in reviewing the ad concepts and providing feedback during the week of [insert date]?

Yes

No

Not sure (please contact you closer to time to see if you are interested)

Wrap-up and Closing:

- Thank you so much for participating in the group chat.
- This will help guide what USPTO shares in the future about the services and support it provides to inventors, creators, and those who have ideas.
- CMRignite will reach out to each of you to send you the electronic gift card as a thank you for joining us in the group chat.

##