**What is the name of the invention?**

(A name is a great way to start to put your idea down on paper. It can be a single word, or a short phrase, that describes the core element of the invention).

1. **What is new and innovative about the invention?**

(Describe the novel and/or innovative aspects that that make your technology or idea unique).

1. **Keywords. Please list any keywords or phrases related to your invention that you think are relevant search terms.**

Simply add keywords or phrases related to your invention.

1. **If it’s not already clear above, what types of products and/or services do you think could be made based on the invention?**

helps our analyst to understand what you think might be the potential market application(s) of the invention.

1. **What countries do you think these products/services would be sold in, and in what industries?**

Clarify if your technology or idea is targeted for a specific region or industry by listing them. Include a specific segment or target market if you have one.

1. **Do you know of any products and/or services that are similar to those described above, or that would be competitors?**

This helps to further understand what the unique aspects of the invention might be compared to competitors. Competitors may be direct (eg similar products services that directly compete) or indirect (products or services that are different but deliver similar benefit to the customer). This may also include any information found in patent searches, newsletters, media releases, blogs, websites, etc.

1. **Have you told anyone about your idea? Published any papers? Put it on a website?  
   Put it on a social media site? Presented a seminar?**

In order to be patentable, an invention has to be novel. An enabling disclosure in the public may result in some loss of patent rights, so it is important to know what is confidential and what has been disclosed.