



Stanford eCorner

Patenting Technology Over Products

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Video URL: <http://ecorner.stanford.edu/videos/2840/Patenting-Technology-Over-Products>

In this short video, Method Products Co-Founder Adam Lowry explains why his company is more likely to patent new technologies related to product development than to patent product formulations.



Transcript

The question was do we patent our formulas? In some cases yes, in some cases no. What we usually patent is the technology. So like the technology that allows this thing to be inside out more concentrated, we have a patent on that. But formulation is not something that's not really worth patenting often, because the separations technology is such that the second we launch something, our competitors can analyze and figure out the formulation. So - and then they could just tweak one ingredient a little bit. And so, really it's really about creating platforms that we can have as intellectual property and then the model of moving very quickly.