



## SOCIAL MEDIA TOOLKIT

### ABOUT PATENT QUALITY WEEK

Thank you for joining us as we celebrate Patent Quality Week! We at Engine know patent quality is essential to the nation's innovative startups—both because high quality patents can be a valuable asset for many tech companies and because low-quality patents block innovation and are too easily weaponized against small businesses. But we also know startups are not alone here—patent quality is vital across the U.S. economy, to innovators, doctors and patients, domestic manufacturers, main street retailers and restaurants, and more. These are the very same businesses that build up our communities, improve our lives, strengthen our economy, and diversify our tech ecosystems. We created Patent Quality Week as a space to encourage conversations around patent quality: from promoting the issuance of valid patents to preventing the issuance of weak, overbroad patents; finding efficient mechanisms to eradicate bad patents; and helping craft balance in enforcement. Here are some resources to help you celebrate Patent Quality Week.

### ***Why Are High-Quality Patents Important and Low-Quality Patents So Dangerous?***

High-quality patents can play an important role for many innovative companies—ranging from high-growth, high-tech startups, to manufacturers and large tech companies. Such patents can protect inventions, attract investors, prevent direct copying, and enhance a company's reputation. Contrastly, low-quality patents—those that are written in vague terms or language that is difficult to understand, or that merely recite the obvious—are detrimental to innovation, competition, access, and economic growth, especially for U.S. startups and small businesses. These low-quality patents stand in the way of research and development, raise costs without justification, and are the basis for abusive litigation. In severe circumstances, low-quality patents have forced companies to close up shop altogether or stood between patients and medical care. These are threats innovators, competitors, and the public should not have to face, and this is why the U.S. patent system must prioritize quality.

### HOW TO PARTICIPATE IN PATENT QUALITY WEEK

- Attend a (virtual) event to learn more about patent quality.
- Publicize Patent Quality Week on social media.
- Share resources about why patent quality matters to you.

### SHARE ON SOCIAL MEDIA WITH THESE HASHTAGS

- #PatentQualityWeek
- #PQW

## SPREAD THE WORD WITH THE SAMPLE COPY BELOW

### Twitter:

1. Patent quality can mean the difference between growing a business or blocking innovation. From July 19 - 23 we are celebrating #PatentQualityWeek with @EngineOrg. Join the conversation with startup founders across the nation! <http://patentqualityweek.engine.is/>
2. How do we protect and promote innovative new ventures? What makes a high-quality patent? We're joining @EngineOrg this #PatentQualityWeek for conversations on seeking out good patents, and how to protect innovation in every industry. Learn more: <http://patentqualityweek.engine.is/>
3. Main street businesses are relying on tech now more than ever—we cannot let low-quality patents and frivolous litigation stand in our way. We're joining @EngineOrg this #PatentQualityWeek to explore how the patent system can work for all small businesses. <http://patentqualityweek.engine.is/>
4. In pharmaceuticals, low-quality patents do more than just lessen competition, they can cost patients their lives. We are joining the conversation with @EngineOrg this #PatentQualityWeek on the power of patents in our society, and how to take action. <http://patentqualityweek.engine.is/>
5. From podcasting to web development, low-quality patents can fall into the wrong hands and threaten innovation and our creative freedoms. We're joining @EngineOrg for #PatentQualityWeek to learn what enables abuse with bad patents, and how to stop it. <http://patentqualityweek.engine.is/>

### LinkedIn:

1. Patent quality can mean the difference between growing a business or blocking innovation. High-quality patents are crucial for entrepreneurs, companies, and customers in every industry. From July 19 to July 23, we are celebrating #PatentQualityWeek with [Engine | Advocacy & Foundation](#). Join the conversation with organizations across the nation! <http://patentqualityweek.engine.is/>
2. Did you know that low-quality patents have the power to shut down small businesses and startups forever? We're joining [Engine | Advocacy & Foundation](#) this #PatentQualityWeek for conversations on how to seek out high-quality patents, the tools to combat low-quality ones, and the knowledge on how to protect innovation in every industry. Learn more: <http://patentqualityweek.engine.is/>
3. Restaurants, auto centers, convenience stores, you name it. Main street businesses rely on tech now more than ever—we cannot let low-quality patents and frivolous litigation stand in our way. We're joining [Engine | Advocacy & Foundation](#) this #PatentQualityWeek to explore how the patent system can work for all small businesses. <http://patentqualityweek.engine.is/>

## ABOUT ENGINE

Engine is a non-profit technology policy, research, and advocacy organization that bridges the gap between policymakers and startups. Engine works with government and a community of thousands of high-technology, growth-oriented startups across the nation to support the development of technology entrepreneurship through economic research, policy analysis, and advocacy on local and national issues.