



SOCIAL MEDIA TOOLKIT

ABOUT PATENT QUALITY WEEK

Thank you for joining us as we celebrate Patent Quality Week this year! The U.S. patent system touches the lives and affects the work of every company and individual in the country, but it is also highly technical and can be difficult to understand. This Patent Quality Week, from June 6 - 10, we are setting out to demystify the system and explore what it means and why that matters—for us and our policymakers.

Everyone in the country—from small innovators and large technology-oriented companies, to manufacturers, financial services providers, main street businesses, cancer patients, and customers looking to buy the latest tech—has a vital stake in the patent system. And although we at Engine know patent quality is essential to the nation's innovative startups, we also know patents can shape the direction of innovation and commercialization more broadly, in helpful or harmful ways. High-quality patents can be an asset for companies bringing the newest ideas to market, while low-quality patents or imbalances in the system create barriers to innovation and competition and place technologies, new and old, out of reach for individuals and small businesses.

Yet patent law and policy can be complicated and feel inaccessible. And that creates a situation where insiders—those with a lot of patents who know the lingo—can maneuver policy debates, while the rest of us don't know where to start. That's why this Patent Quality Week will focus on education and charting a path towards ensuring policymakers remember that everyone is a stakeholder and that they have what they need to keep delivering a patent system that works for everyone. Here are some resources to help you celebrate Patent Quality Week.

HOW TO PARTICIPATE IN PATENT QUALITY WEEK

- Attend a (virtual) event to learn more about patent quality; find more info here: <http://patentqualityweek.engine.is/>.
- Spread the word on social media, including with the hashtags and sample copy below.
- Create videos on TikTok or Instagram Reels discussing what the patent system means to you, and why you believe everyone should care.
- Create new resources or share existing ones about why patent quality matters to you.

SHARE ON SOCIAL MEDIA WITH THESE HASHTAGS

- #PatentQualityWeek
- #PQW
- #PQWLearning

SPREAD THE WORD WITH THE SAMPLE COPY BELOW

Twitter:

1. Patent quality impacts everyone—innovators, policymakers, and most importantly, you! But patent law can be confusing, which means limited awareness and less public engagement. That's what we'll explore this #PatentQualityWeek with @EngineOrg. Learn more: <https://patentqualityweek.engine.is/>
2. What does the patent system entail? What do we gain when it works well? What do we lose when it's out of balance? How do I get involved? We're joining @EngineOrg and #PQW so we can have a seat at the table & let policymakers know what matters. <http://patentqualityweek.engine.is/>
3. You don't have to be a patent owner or a big company to get involved with the patent system. We're spending #PatentQualityWeek with @EngineOrg as experts demystify a system that impacts—and should be built to benefit—all of us. Join us: <http://patentqualityweek.engine.is/>

LinkedIn:

1. Patent quality impacts everyone—innovators, policymakers, and even more importantly, you! But patent law can be confusing and complex, which means limited awareness, less public engagement, and fewer voices telling policymakers their experiences and stories. That's what we're exploring, and aiming to fix, this #PatentQualityWeek from June 6 - 10 with Engine | Advocacy & Foundation. Learn more: <https://patentqualityweek.engine.is/>
2. What does the patent system actually entail? How does everyone across the country benefit when it is working well? What do we all stand to lose when it isn't working the way it should? How do I get involved? From June 6 - 10, we're joining Engine | Advocacy & Foundation and #PQWLearning so that we can all have a seat at the table, and let policymakers know what matters most to us. <http://patentqualityweek.engine.is/>
3. Contrary to what you might think, you don't have to be a current patent owner or a big company to get involved with the patent system. We're spending #PatentQualityWeek with Engine | Advocacy & Foundation, listening to stories and talking with experts as they demystify the confusing and complex parts of this system that impacts all of us—and should be built with all of us in mind. Join us: <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.