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Managing patent portfolio is a full-time job for Yonkers man

By **ABIGAIL KLINGBEIL**
THE JOURNAL NEWS

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Four years ago, **Raymond Joao** became a full-time patent machine.

As an inventor, Joao files for patents. The U.S. Patent and Trademark Office has issued 18 patents to Joao since 1995. And it has published another 29 of his patent applications.

As a businessman and patent attorney, whose main client is now himself, Joao ushers his ideas through the patent process, defends his patents and searches for ways to bring them to market.

Joao, a 43-year-old Yonkers resident, says he finds inspiration from everyday life. Take Patent No. 6,347,302, "Apparatus and method for processing lease insurance information," for example.

In the mid-1990s, Joao was considering leasing a car but also was apprehensive. "I was very concerned about the potential costs at the end of the lease," he says.

Joao went ahead and leased the car and was careful to stay within the lease restrictions. He also filed a patent for developing an insurance policy that covers the extra costs of a lease, such as excess wear and tear.

The patent's application could go beyond automobile leases, Joao says, to cover leases for boats, airplanes, office equipment, computers and other leasable entities.

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"In this day and age, I felt there's a significant amount of leasing going on that this could be a viable commercial product," says Joao, who wants to speak with insurance underwriters about his idea.

"I invent everything to commercialize. I invent things I want myself," says Joao, who is currently working on a master's degree in marketing from Baruch College.

This will be only his latest degree.

After graduating from Saunders Trades and Technical High School in Yonkers, Joao attended Columbia University, where he received bachelor's and master's degrees in electrical engineering. He received a law degree from St. John's University and a master's degree in business administration from Baruch College in 1999.

"A lot of what I do deals with forming companies, and the marketing background is essential," he says.

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Joao says that without his legal training he would not be able to afford the legal work he has provided to himself.

"What a lot of people don't realize is that once you get a patent, that's just the start," he says.

For Joao, his work of managing his patent portfolio has included arguing the merits of patents before an appeals board, monitoring industries to determine whether his patents are being infringed and finding ways to market ideas. Joao has sold one patent, and filed one lawsuit to enforce a patent.

The themes of Joao's patents range from security (devices for protection from car and credit card theft) to convenience (a cover for an automobile window that serves as an easy way to remove snow and ice).

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"For an individual inventor, you have to find something you really like, that you recognize a need for and you really believe in," Joao says.

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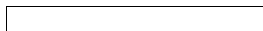


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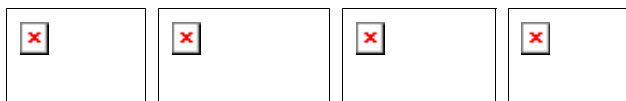
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