



## LITERATURE-BASED CONSULTING (NO LAB REQUIRED)

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## Personal Skills Needed

- Specialized technical knowledge
- Investigating and solving customer problems
- Critical analysis of technical literature
- Good English writing and editing skills
- Foreign language training can increase jobs



## Useful Experiences

- Technical writing, publishing, reviewing
- Identifying and solving problems
- Writing business cases
- Experience on corporate patent committee or working with attorneys to file an invention
- Teaching technical seminars or academic courses



## Minimal Investment Required

- A contract with a statement of work.
- A computer with software and accessories for preparing and sending documents
- Access to an on-line literature search engine
- Technical information files and reliable public sources of information, both on and off line



## Potential Clients

- Business leaders and entrepreneurs
- Marketing professionals
- Government contractors
- Science and technology publishers



## Potential Clients

- Engineers/scientists learning new fields
- Inventors and their patent attorneys
- Attorneys involved in litigation

## Low Budget Literature

- Technical notes on commercial products and processes are on-line
- MSDS information
- White papers
- US Patents on line
- Reasonable membership fees in technical societies can reduce costs



## Working with Publishers

Payment for editorial work or writing articles is slim but it can provide other benefits:

- Free literature access
  - >[sciencedirect.com](http://sciencedirect.com)
  - >[www.scopus.com](http://www.scopus.com)
  - >on-line encyclopedias and books
- Recognition of your technical and writing skills
- Global on-line advertising (“Google recognition”)



## Proposal Preparation/Evaluation

- Provide written background information for government proposals
- Evaluate proposals for an organization
- Assist companies in finding contracting partners (e.g. labs, manufacturing facilities)



## Supporting Corporate Acquisitions

- Evaluate new technologies that are on the market to
  - Open new sales channels for company
  - Replace aging technologies
  - Expand business scope
- Compare products of company and its major competitors



## Market Development

- Evaluate new product test results for compliance to specifications
- Identify and evaluate product markets
- Suggest potential customer contacts



## Technical Marketing Assistance

- Train marketing staff in working with customers to
  - Choose appropriate product models
  - Overcome start-up issues
- Support marketing staff in client meetings
- Give presentations at technical seminars



## Writing Product or Process Specifications to...

- Provide standards and legal requirements
- Develop appropriate specs for new or modified manufacturing processes and/or products
- Assist in standards development



## Expert Witness Support

You can make a career out of consulting with large corporations with deep pockets that needs technical assistance in defending products or processes.

A good consulting business can also be built by consulting with legal firms that serve the needs of such customers.



## Assisting Attorneys in Patent Preparation/Licensing

- Identify and evaluate prior art patent claims
- Find/advise on relevant published literature
- Evaluate support for new patent claims
- Identify patents with high payback value
- Help attorney discover complicating issues



## Supporting Patent Licensing or Infringement

- Identify possible applications of patent
- Map patent claims to specific processes or products
- Identify possible customers for patent licensing and prepare presentations
- Help attorneys write expert reports to support patent cases





## Electronic Equipment Patent Licensing

1. Worked with an electronic lab to disassemble electronic equipment.
2. Found commercial chip numbers, their manufacturer and technical application notes on line.
3. Compared the specs and design of the electronic equipment with a patent.
4. Prepared a presentation to license the patent to the equipment manufacturer.



***In case you really do need a lab***, develop an agreement between your client and the lab to...

- get part-time access to it (usually working with one of their staff), or
- order test results on specific samples.

As a last resort, refer your customer to a lab for specific testing and serve as an advisor.