THE HISTORY BEHIND SEARCH REAL FAST

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Search Real Fast was launched in 2012, but its history began in the year 2000.

The company founder, Pete Fenner, began that year to actively look into enforcing a number of his patents that had been issued in the 1990's… all of them related to the telecom industry.

Pete lives in Richardson, Texas and the Richardson Telecom Corridor and the Dallas-Fort Worth area is home to a large number of communications companies… and most of the larger players in that industry. Pete was very active in the local communications society meetings and subscribed to the key telecommunication magazines. Various discussions and articles alerted him to probable evidence that his patents were being infringed by some of the telecom companies' equipment. Pete also noticed that published "telecom standards" revealed evidence that telecom systems were operating using concepts that appeared to infringe his patents.

So… now what? Pete was an individual engineer, not a fortune 500 company. What steps could he take to protect his patents? His story offers any individual patent owner some solid advice, and also became the impetus to the launch of Search Real Fast. Here is what Pete did… outlined step by step:

1 He called the attorney group that had registered his patents for him … to get their advice… and they referred him to a patent licensing firm. Licensing firms typically work on a contingency basis and try to locate patent "infringers" and negotiate with them to pay a fee for the use of the patent.

2 Pete's licensing firm began to negotiate with several of the telecom companies. Pete's licensing firm also had a partner that is an engineer tech company that provides a "reverse engineering" service specifically for the telecom and semi-conductor industries. They made a detailed analysis of how the telecom equipment infringed Pete's patents.

3 In 2004, Pete also chose to hire a law firm to begin to prepare legal action against those telecom companies that were not willing to negotiate a licensing agreement. He chose a Dallas-based firm that was also one of the largest in the nation; Fulbright and Jaworski LLP.

4 By 2006, his initial lawsuit was wrapping up and licensing agreements were in place with several of the telecom firms.

5 From 2000 to 2006… throughout the process, Pete had done his own patent research and studies of the technical journals. He used IBM's free patent search site and then began to use the USPTO site when it became available online. Free Patents Online was just beginning to launch their online service.

6 As Pete was doing his own research, he knew that there must be a better way for him… NOT a professional patent researcher… to stay much more efficiently engaged with those doing the formal research, licensing and litigation.

7 So in 2006, Pete began to envision a website that would be a "front-end" to those other online search sites that would speed up the process by extracting the real keywords from a document and building the search scripts automatically. At that time, he had to come up with his own keywords and then learn how to build the search scripts for each online patent database site. Over time he learned that what he thought were good keywords were not always the best keywords. This experience helped fuel his keyword detection research.

8 Pete then began reading lots of technical papers on keyword searches that had been published between 2000 and 2006. His engineering and computer background helped him with this initial research and he eventually was able to identify a few statistical approaches to this keyword identification challenge. But he also knew that he could use more formal research and programming help.

9 Since he had previously (in the early 1990's) contracted some work with the SMU Computer Science Department, he went back to them to see if they might offer some assistance.

10 He emailed one of the professors at SMU that he knew, Dr. Margaret Dunham, and outlined the project to her. She responded quickly and enthusiastically. It helped that she had done some litigation technical research herself and knew something about the problem that Pete was trying to address.

11 Dr. Dunham offered it as a research project to one of her graduate school classes. One of the students, Badhrinath Sampathkumar, won the assignment by presenting the best solution design in his class project.

12 The initial design was a front end to the USPTO website: It extracted keywords from a document, build the search query for the USPTO and then return the results back to the user.

13 The SMU graduate school project lasted a couple of years. It developed a working web site model that Pete would continue to use on his own web server for several years to stay engaged with the efforts of his attorneys.

14 Pete assumed that ultimately one of the larger patent search companies would offer a similar service, but nobody did… So, in 2012, he launched his own company to make available the same automated service that he had developed and had been using.