

## Announcing the Patent Purchase Promotion

We invite you to sell us your patents. The [Patent Purchase Promotion](#) is an experimental marketplace for patents that's simple, easy to use, and fast.

Patent owners sell patents for numerous reasons (such as the need to raise money or changes in a company's business direction). Unfortunately, the usual patent marketplace can sometimes be challenging, especially for smaller participants who sometimes end up working with [patent trolls](#). Then bad things happen, like [lawsuits](#), [lots of wasted effort](#), and [generally bad karma](#). Rarely does this provide [any meaningful benefit](#) to the original patent owner.

So today we're announcing the Patent Purchase Promotion as an experiment to remove friction from the patent market. From May 8, 2015 through May 22, 2015, we'll open a streamlined portal for patent holders to tell Google about patents they're willing to sell at a price they set. As soon as the portal closes, we'll review all the submissions, and let the submitters know whether we're interested in buying their patents by June 26, 2015. If we contact you about purchasing your patent, we'll work through some additional diligence with you and look to close a transaction in short order. We anticipate everyone we transact with getting paid by late August.

By simplifying the process and having a concentrated submission window, we can focus our efforts into quickly evaluating patent assets and getting responses back to potential sellers quickly. Hopefully this will translate into better experiences for sellers, and remove the complications of working with entities such as patent trolls.

There's some fine print that you absolutely want to make sure you fully understand before participating, and we encourage participants to speak with an attorney. More detailed information about the Patent Purchase Promotion is available on our Patent Website (<http://www.google.com/patents/licensing/>), including all the fine print, the form to make a submission (which won't go live until May 8), and details about what happens if Google agrees to buy your patent. Throughout this process, Google reserves the right to not transact for any reason.

We're always looking at ways that can help improve the patent landscape and make the patent system work better for everyone. We ask everyone to remember that this program is an experiment (think of it like a [20 percent project](#) for Google's patent lawyers), but we hope that it proves useful and delivers great results to participants.

*Posted by Allen Lo, Deputy General Counsel for Patents*