



# Shmuel Ur: Patents – what inventors should know

Tuesday, September 2, 2025 – Wednesday, September 3, 2025 @ FIT BUT

The mini course will cover the following subjects: what inventors need to know about patents, patent examples with some useful understanding from each, patent ethics, and ways of monetizing patents. Participants will gain insights on how to improve ideas and what to do with ideas in order to avoid mistakes.

In his story-driven sessions, Shmuel will guide you through:

- How patents are economic weapons, not just legal protections.
- The difference between a patent and a publication and why usefulness beats correctness.
- Why "problems are more important than solutions".
- How to avoid patenting trivial ideas and focus on patents that block competitors.
- The concept of a strategically designed patent
- Real-world examples
- How new fields like Augmented Reality Skin Shops drive entire portfolios of ideas ready to be sold.

Shmuel will also explain why most inventors are solving the wrong problems, and how the biggest barrier to innovation is often the "first obvious solution". His workshops focus on helping you see beyond the initial idea, refining it into something that is economically valuable, strategically protected, and practically impactful.



## BIO

Shmuel Ur is a prolific inventor, researcher, and innovator with a PhD in Computer Science, Mathematics, and Operations

Research from Carnegie Mellon University (CMU), where he was mentored by Nobel Laureate Herbert Simon and renowned optimization expert Mike Trick. Shmuel is driven by the belief that "problems are more important than solutions". Throughout his career, he has been deeply involved in identifying future challenges that don't yet exist and crafting visionary solutions that anticipate how technologies will evolve. From developing early concepts in invisible printing (used globally today) to pioneering patents in augmented reality skin shops and deepfake detection strategies, his work often foreshadows trends that become industry standards years later.



The participants will have the opportunity for an individual consultation with Shmuel, for example, regarding their own idea, research project, or patent strategy.

## Follow our journey

as we shape the future of secure, resilient SW engineering.



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