

University of Alabama in Huntsville team develops patent search engine

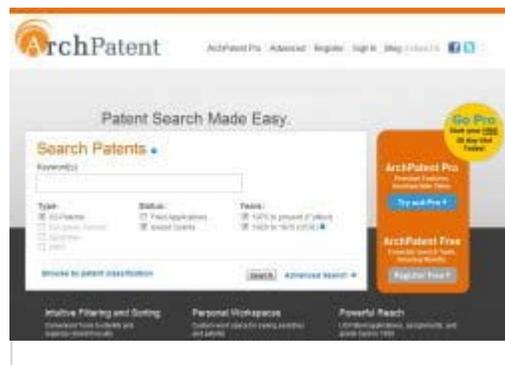
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By **Budd McLaughlin, The Huntsville Times**

HUNTSVILLE, Alabama -- Just like a lot of great discoveries, a new Internet-based search tool was the result of work on another project.

And that new tool resulted in a \$24,000 payday for a local company from the Alabama Launchpad Business Plan Competition.



Well, \$24,620 to be exact.

"We were looking at something else" searching for patent information, said Tony Rainoldi of Arch Data Intelligence. "We were having trouble with some issues and talked to attorneys and asked what they do for patent searches."

Then, Rainoldi, who has a master's in electrical engineering from UAH, teamed with Jason Martin and Brad Chassee, who all also have engineering masters from UAH to find a better patent search engine.

"All the sites had their own issues," Rainoldi said. "So we said 'let's put something together.' "

They launched it last October and are "rockin' 'n rollin' now."

The search engine - found at **www.archpatent.com** - enables users to "intelligently" sift through the millions of patent filings to find relevant information, he said.

"The objective of ArchPatent is on providing the simplest, most intuitive USPTO (U.S. Patent and Trademark Office) search tool - one which experts enjoy using and one which those new to patent searching would actually be able to navigate," Rainoldi said.

ArchPatent wants everyone to be able to "slice and dice" patent search results quickly and efficiently, which should drastically reduce search times and simplify complex search tasks, he said.

Rainoldi credited several businesses and IP attorneys for "playing a critical role" in developing ArchPatent, which is in beta testing and free for those who sign up this month.

The prize was part of \$100,000 in "proof of concept funding" in the first round of the sixth annual Alabama Launchpad competition. The local team was one of four state universities who were awarded proof of concept funds this week at the Economic Development Partnership of Alabama offices in Birmingham.

"Teams receiving proof of concept funds are eligible and encouraged to enter the competition next year, as they develop their businesses," Greg Sheek of the EDPA said in a statement.

"The ultimate goal of the competition is job creation. We know there are potentially game-changing business ideas in our research universities. That's what this competition is about ."

MicroGreen Technologies from the University of Alabama won the top prize money of \$30,000.

According to the EDPA, the team is developing a cost effective, environmentally sustainable agricultural crop fertilizer that delivers phosphate to plant roots through plant-beneficial microbes. The product reduces phosphate requirements and offers cost savings for farmers, environmentally friendly and sustainable crop fertilization, and decreased reliance on foreign phosphate sources.

And now, for the ArchPatent team, the work is just beginning.

"We've got to market it now and get our name out there," Rainoldi said. "The money will totally go into marketing.

"We're going to bootstrap this thing."

Also visit **www.arch-di.com**, **www.alabamalaunchpad.com** and **www.alabamalaunchpad.com/business-plan-competition.html**

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