

July 15, 2015

## PATENTS REAL FAST IS NOW SEARCH REAL FAST

DALLAS (SMU) – Patents Real Fast, a self-directed online technology and patent search service, has changed its name to Search Real Fast. The name change is a reflection of a broader search focus and input from its current user community.

*“When we started Patents Real Fast, our focus was building a front-end search tool for the major free patent databases,”* said Pete Fenner, President of Search Real Fast. *“In the last year we have been growing our search site library to include several dozen more search web sites in addition to the main patent databases. This new name better represents our new broader research mission. In addition, many of our users, especially universities, believe that the new name also reflects our main mission of stimulating a university culture of entrepreneurial and researcher excellence by engaging both students and faculty more effectively in technology and prior art research.”*

### **About Search Real Fast**

The mission of Search Real Fast is to help an inventor or researcher control the time and money risks in the “idea to commercialization” process. By combining the best keywords with a display of the most important sentences, PRF Query offers inventors and researchers an iterative process to help validate and refine their ideas and improve their written description for their formal disclosure documents. The company was launched in the fall of 2011 under the name of Patents Real Fast LLC after the PRF research team finished developing their unique keyword extraction technology. The research effort was initiated by Pete Fenner, President of Lightbus Technologies and Fenner Investments Limited and was directed by Dr. Margaret Dunham, Professor Emeritus of Computer Science at Southern Methodist University (SMU).

Find information and an animated product demo about PRF Query at: <http://www.searchrealfast.com>