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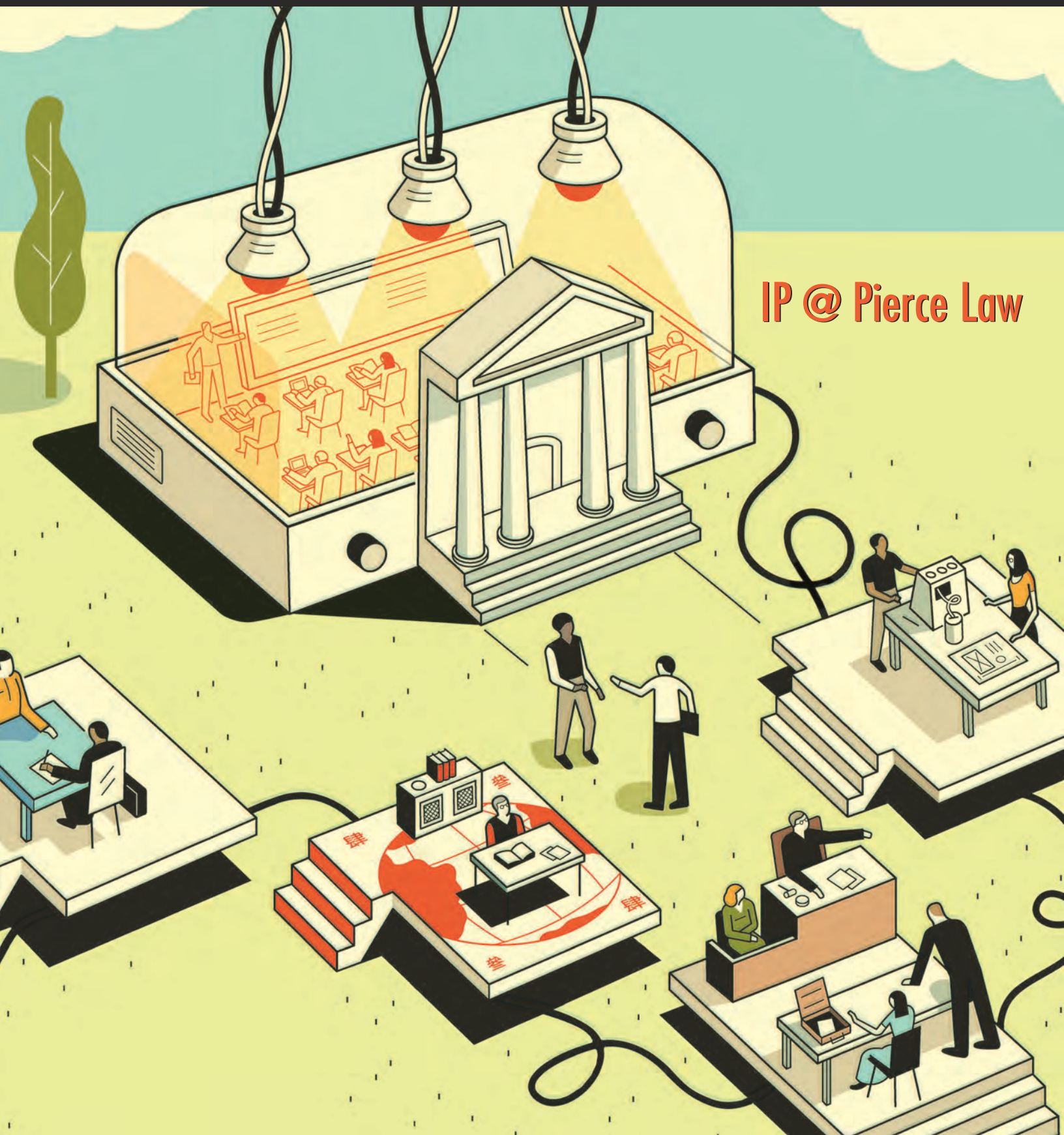
PIERCE LAW

A Magazine for Alumni and Friends of Franklin Pierce Law Center



IP @ Pierce Law

DEAN'S MESSAGE



Dear Alumni and Friends,

I recently had the privilege to experience first-hand how well respected our intellectual property programs are across the globe. At the invitation of the Mexican Institute of Intellectual Property (IMPI), Professor Karl Jorda and I spoke at a conference commemorating the 15th anniversary of IMPI and attended by 350 intellectual property (IP) professionals from around the world. We were joined by speakers from as far away as China, Australia and Zimbabwe, including, notably, Francis Gurry, the new director general of the World Intellectual Property Organization. Jorge Amigo, director general of IMPI, mentioned Pierce Law in glowing terms in his introductory remarks. One could not help but notice that we were the only law school represented among the dozen speakers representing governments, NGOs, WIPO, and IP organizations. Our visit to Mexico culminated with the signing of a cooperative education agreement between Pierce Law and IMPI.

The worldwide respect that our IP programs enjoy today is due in no small measure to the endless efforts of Karl and his far-reaching travels, helping to take the knowledge of intellectual property rights to others. It is not without sadness that I announce his plans to retire in June 2009. He is perhaps the quintessential example of a true professional—an IP icon known around the world. To recognize Karl, we are establishing The Karl F. Jorda Professorship in Patent Law and launching a $500,000 campaign to raise endowment funding. You will hear more about it in the coming weeks and months.

As many of you know, as part of our strategic planning process, talks are currently underway about a potential merger with the University of New Hampshire (UNH). We are in the process of answering important questions about what a merger would mean for Pierce Law in terms of the delivery of education, effects on our autonomy and governance, financial stability, reputation, and student life among other issues. These issues are still very much open questions, which we are gradually resolving.

The reputation piece is critical, particularly in IP. We need to protect it and to build on it. We cannot abandon our reputation or otherwise lose equity in it. Of course, we recognize that our name is a big part of our reputation. If merger would somehow diminish our reputation, I'm sure we won't do it.

We have identified a large number of potential educational synergies—among all our questions, this is key. Our faculty and staff are talking with their UNH counterparts to determine whether there are real opportunities. This is a critical effort. We have had a number of wide-ranging discussions at various levels and forums.

As this edition of magazine went to press, the Board of Trustees was planning to further discuss the potential merger at the January board meeting.

As always, I welcome your thoughts and comments.

John D. Hutson
Dean & President

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Office of Institutional Advancement
Franklin Pierce Law Center
Two White Street • Concord, NH 03301
(603) 228-1541 • www.piercelaw.edu

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John D. Hutson

Director of Development
Laura S. Chaney

Editor
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Front cover
Pierce Law unveiled a new admissions packet, created by Winsor Cobb Design, illustrated by renowned artist Harry Campbell, and largely written by Jenny Workman JD/MIP '05 who found her time at the school so engaging that she wrote a memoir about it. Campbell, whose work is seen frequently in The New York Times, Entertainment Weekly, Time, Forbes, The Wall Street Journal *and on Nickelodeon, was asked to create a striking and enigmatic illustration for the cover that would reflect the innovative, creative and collaborative spirit of Pierce Law. To receive a copy of the packet, please email alumni@piercelaw.edu.*

Back cover
Pictured: *The new courtroom features ForTheRecord™ technology of the World Court and The Hague. Pierce Law is the first school in the world to incorporate such technology in academics.*

Corrections from last issue: *Tenley Beals MIP '05 was incorrectly listed as earning an LLM degree. Information in the alumni profile on Raymond A. Cebula III JD '82 unintentionally omitted that he resides in Haverhill, MA, with his spouse, Kevin.*

By Cyril K. Chan '10

Jorda's American

Karl Jorda once believed he was destined to eke out a living as a farmer on a small plot of land with poor soil. Born in 1929, Jorda grew up in a little village called Deutsch Brodek, in the Moravia province of Czechoslovakia. The village had a market place, a church and a school, but the landscape was mostly farmhouses and fields. There was no electricity and no transportation. Jorda had to walk to school, regardless of rain or snow. He lived with his family in a house with one room, and they used a stove for cooking, baking, and heating. His family raised cattle and pigs in the stables. As the oldest child, he believed his fate was to follow his ancestors in subsistence farming. Growing up in this environment, Jorda never expected he would board a troopship and come to America to study at a university in Montana. And he certainly never expected he would later pursue a distinguished career as a lawyer and law professor and become one of the foremost authorities in intellectual property law.

Soft-spoken and unassuming, Jorda recalls his journey from Moravia to America with a voice brimming with gratitude and attributes much of his success to luck and having a sense of audacity. "I never had to make a decision or plan anything," he says. "I never had to agonize about pros and cons, yes or no. Opportunities came out of the blue and I just seized them without knowing what I was getting into, and they turned out for the best—I was very lucky in that sense." But Jorda's journey also included many hardships, and it is really his positive view of life and his strong work ethic that made him who he is today. Ever since he was a young boy, to a certain extent, Jorda has been creating his own luck.

Jorda started out as low as anyone could be. Living in a German-speaking area of Czechoslovakia, in the Sudetenland, as part of the ethnic German minority, Jorda and his family were expelled from their home in Deutsch Brodek to Germany at the end of the WWII. Jorda was seventeen. Like millions of ethnic Germans from Eastern European countries, he and his family were packed into a cattle wagon and transported to Germany. "Penniless and stateless, my family and I were deported to Germany, which was a distant country to me," Jorda says. "I was not a German; I was Sudeten German or Austrian. My parents grew up as Austrians in the Austro-Hungarian Empire. Germany didn't mean anything to me. We were expelled from Czechoslovakia and all we could bring along was just one suitcase per person. We arrived in Germany penniless and stateless."

As a displaced person, Jorda might have lost his national identity, but he worked hard at school and traveled frequently to explore his personal identity. He had the chance to attend a German Gymnasium, a classical secondary school that qualified graduates to admission to a university, and study a variety of subjects, including science, math, history, geography, and five languages—German, English, French, Latin, and Ancient Greek. Growing up as an adolescent, Jorda traveled and wandered around Germany. His mother came to call him a gypsy. "I would hop on to my bike and disappear for three weeks," Jorda says. "I had an irresistible urge to get out and travel, staying at youth hostels. I was cruising around all over Germany and into the wild blue yonder on my bike." Many years later, with this same spirit, he would travel from Great Falls, MT to upstate New York and spend his first summer in America hitchhiking from New York City to Washington, D.C. and then back to Montana.

It was this sense of adventure and boldness that led Jorda to America, a place he had heard little about when he was in Germany. The appealing opportunity to go to America to study came out of almost nowhere. Every year, through an externship program, a valedictorian from St. Olaf's College in Minnesota would come to the Gymnasium that Jorda was attending and teach the students English. Jorda was an excellent student, graduating from the school with honors, and the American student teacher took the initiative to arrange a scholarship for Jorda through an international humanitarian agency called Catholic Relief Services. While he was waiting for the scholarship to come through, Jorda studied at the



Journey


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University of Frankfurt and at the time he did not actually think much of the scholarship because it seemed like a pipe dream. But if there was ever a critical moment that luck took part in Jorda's success, it was when he received the full scholarship to study at the University of Great Falls in Montana and along with it, contrary to his expectation of receiving a one-year student visa, an immigration visa that gave him permanent residence in the United States. Unbeknownst to him, he fell under a special American immigration quota for 140,000 displaced Germans from Eastern countries. Somehow, all of a sudden, he was heading towards another country again.

The trip took ten days. It was 1951 and Jorda was 22 years old. American soldiers were returning home and they brought immigrants along with them. Since the trip was free, the immigrants were put to work. In the troopship, on the way from Bremen, Germany to New York City, Jorda worked as a supervisor in the "baby kitchen," the dining room for children and babies. He was feeling adventurous, but at the same time, he had no idea what America was going to be like. He could not visualize how things were going to work out, nor could he fathom what this experience would mean.

In early December, Jorda arrived in New York City, again penniless and stateless. His passport stated that he was of German nationality, but did not have German citizenship; he would remain stateless until he obtained U.S. citizenship five years later. Jorda was taken on a car ride straight from the harbor to Grand Central Station, and he was then given six dollars for his three-day train ride via Chicago to Montana. With one suitcase and what remained of six dollars, Jorda arrived at the University of Great Falls, a Catholic university run by the Sisters of Charity of Providence. He took up a part-time job as a delivery and clean-up boy at a shop that sold and repaired typewriters. He worked hard to improve his English, and the diverse study he had at the Gymnasium influenced him to continue to select a wide variety of subjects to broaden his education. Jorda was an exceptional student, graduating *summa cum laude*, and the Sisters, who had studied at the University of Notre Dame, steered him towards graduate school and insisted that he continue his studies at Notre Dame, where he would complete a master's degree in chemistry. In graduate school, he worked as a night watchman at a residence hall and taught a course in German language and literature to college students.

At the time, the idea of becoming a lawyer never crossed his mind; on campus, he passed by the law school building frequently but the building meant nothing to him. Unlike most people around him who had specific plans and goals, Jorda was simply grateful being an "eternal student" because no one in his family had been to college. Eventually, the idea of law school came to him as a suggestion from two students in his German class. They were headed to law school after graduation and suggested Jorda to come along. And so, on a whim, he went to the dean of the law school and, less than half an hour later, he came out of the office with a sheet of paper stating that he was admitted into law school with a full scholarship for three years. Jorda did not know much about the law profession, but he was relishing this opportunity to go on studying.

While Jorda was in law school, he met the woman he would eventually marry. His wife, Alice, his "Sweet Swiss Miss," came from Switzerland and her family sent her to Indiana, coincidently also in 1951. A doctor's family took her in. When Jorda was at Notre Dame, she was attending nursing school at St. Mary's. They met through a friend, and they immediately fell in love and tied the knot in 1956. They have been married for fifty-two years and have four children and five grandchildren. When his first child was born, Jorda was taking final law

school examinations. In 1958, they went back to Germany and Switzerland for the first time, to visit parents and siblings. During his first seven years in the United States, everything happened rather unexpectedly, but he is thankful for all that had happened and would frequently utter the phrase: "Only in America, only in America."

The discovery of patent law as his future vocation did not come about in any anticipated manner either. "Becoming a patent attorney was a total accident," Jorda says. "I didn't even know that such a job existed. I graduated from law school and I had never heard of patents before." Jorda had applied for a job in the legal department of Miles Laboratories (now Bayer), in Elkhart, IN, but all positions had been filled. But there was an opening in the patent department. "When I heard about the opening, I probably asked 'What's a patent department and what's a patent?'" Jorda says. "It seems that, for most of my life, I just fell into things. Patent law just fell into my lap, most likely because a lawyer with a technical background was very rare back then. I accepted the position, and it just became a perfect fit. Being a patent attorney was just meant to be my career, and the best career possible."

From that point on, Jorda would gain over thirty years of experience in corporate practice in intellectual property and licensing. He began his job at Miles Laboratories, writing patent applications, when the United States patent system was still rather uncomplicated. Three years later, he moved on to work at Geigy (later known as Ciba-Geigy and now known as Novartis, a leading pharmaceutical company). When he first arrived at Geigy, in Ardsley, NY, there was only person working in the patent department—the head of the department, a man from Switzerland with a PhD in chemistry who three years later decided to return to Switzerland. The position of chief intellectual property counsel and director fell into Jorda's lap. With only six years of work experience, Jorda at first did not feel ready to run a patent operation as a director. But over the next twenty-six years, Jorda expanded the intellectual property department, hiring more people, and the company became more patent-conscious as a pharmaceutical company. Although he was in an administrative and management position, Jorda continued to do patent prosecution work because he wanted to stay intimately involved with the daily work of people in his department. "I wanted to know about the problems they were facing in dealing with inventors and patent office examiners," Jorda says. By the 1970s, Jorda was successfully heading a large operation—the company was ranked second in the world in terms of patent activity in the chemical/pharmaceutical industry.

From time to time, during these many years as a patent attorney in America, Jorda would become nostalgic about the times in Europe. "I was once on a business trip with a colleague from Ciga-Geigy, and he told me he was going to get bees after returning home. Boy, when he said that, it hit me, so hard, that I went out and also bought beehives right away." After that, Jorda became an avid beekeeper. "Bees are such fascinating creatures," he says. "They have been around for millions of years and they know how to survive. In the wintertime, they can maintain heat in the hive; in the summer, they know how to cool it down. And beekeepers don't have arthritis because of the therapeutic substance in bee venom." Jorda swore he would never be without bees, but he was eventually forced to give up his favorite hobby. "Bears just love honey too much and would always end up finding the beehives. One time I came out, it looked like a tornado hit the beehives. I didn't go back into beekeeping because I knew it would be so much more heartbreaking if the bears kept coming back and destroying the beehives."

> "Karl goes out of his way to teach, mentor, and nurture the talent with whom he works. He is humble with regard to his own accomplishments and generous in his praise of the accomplishments of others." – Associate Dean Susan M. Richey

In 1989, Jorda received a phone call out of the blue from Homer Blair, Pierce Law's first David Rines Professor of Intellectual Property Law and Industrial Innovation and the Germeshausen Center's first director. Jorda knew him from professional meetings. Blair was retiring, and he asked Jorda if he was interested in succeeding him. "At first, I felt that I was not a professor, and teaching was not for me," Jorda says. "I was very skeptical, coming from Europe, where becoming a professor was so difficult that I could never have contemplated becoming one. But this was another opportunity that just came along, and perhaps I wasn't qualified for it in my mind, but I felt I should give it a good try." Jorda was terrified at the beginning of the first class he taught, but he became more comfortable teaching when he realized that he could pass along all his industrial and operational experience to his students. In many ways, Jorda's arrival at Pierce Law brought the

school more worldwide recognition. For ten years, from 1989 to 2009, as the second David Rines Professor, Jorda has enjoyed teaching International Property Management and Technology Licensing, courses that students from all around the world have thoroughly enjoyed taking. As the Germeshausen Center's director, he has organized numerous intellectual property conferences and symposiums that draw an international audience of lawyers and administrators. He has given over three hundred talks on intellectual property and licensing topics in more than forty countries. "His travel schedule would challenge a cabinet-level diplomat!" says Pierce Law professor and Jorda's good friend William Hennessey JD '86. "As a matter of fact, he is, indeed, rightly known as Pierce Law's 'roving ambassador.'" Today, Jorda is well known and very much respected in the intellectual property field. "Karl is perhaps the quintessential example of a true professional," said Pierce Law President and Dean John D. Hutson. "He is one of the most well respected and beloved lawyers I have ever met. There are some brilliant lawyers and some nice lawyers, but not many brilliant, nice lawyers. Karl is one of very few. He is a perfect gentleman and an IP icon around the world." Among his many honors, Jorda received the 1996 Jefferson Medal for his exceptional contributions to the United States intellectual property law system. In 2007, Jorda was inducted into the global Intellectual Property Hall of Fame.

Now living in Bow, NH with his wife, Jorda is highly respected and beloved by students and colleagues at Pierce Law. Some students know him as "the trade secret guy." Jorda is a big proponent of integrating patents with trade secrets, and he strongly emphasizes the use of trade secrets along with patents in his classes. But most students and colleagues know him as a generous and kind man. "Karl goes out of his way to teach, mentor, and nurture the talent with whom he works," says Associate Dean Susan M. Richey. "He is humble with regard to his own accomplishments and generous in his praise of the accomplishments of others. He is a sweetheart." Dawn Buonocore-Atlas JD '95 remembers a time when, as a first-year law student in her second semester, she was at a pay phone right outside of Jorda's office, calling her husband after she found out about her first semester grades. She was crying because she was so surprised and overjoyed that she did well. Jorda had accidentally overheard the conversation in his office, and after she hung up the phone, he came out, hugged her, and turned around and went back in his office. "It was the warmest, kindest gesture," she says. "He knew that a hug was the best thing for me at that moment, and ever since then, I fell in love with the guy."

Jorda has decided to retire in June 2009, and everyone at Pierce Law will surely miss him. These days, when asked where he will go next, Jorda says he has no plans. And perhaps, in light of his remarkable journey from Moravia to America, his reply is not so surprising. Today Jorda proclaims, 'Only in America! Only in America!' with even more conviction. Wherever he is going, the students, alumni and colleagues wish him the very best as he, together with Alice, sets off once again into the wild blue yonder.

Pictured on page 4: ***1.*** *Graduation from German Gymnasium, 1950;* ***2.*** *Before leaving the Sundentenland, 1946;* ***3.*** *Lecturing in New Delhi, India, 2001;* ***4.*** *With Homer Blair, 2006, celebrating the 20th anniversary of the Germeshausen Center;* ***5.*** *First job at Miles Laboratories, 1957;* ***6.*** *Lecturing at Pierce Law, 1997*

Pictured below: ***7.*** *First trip home, at Frankfurt Airport with wife, Alice on left, and mother in the background;* ***8.*** *50th wedding anniversary, 2006;* ***9.*** *Jorda clan at Lake Winnipesaukee, 1999;* ***10.*** *Receiving the Jefferson Medal, 1996*


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BY PROFESSOR JON R. CAVICCHI, JD '84/ LLM '99

A Program Rich in Resources for Today's Students

IP @ Pierce Law

As Pierce Law celebrates its 35th year of educating global intellectual property professionals, it is an excellent time to highlight the current intellectual property resources available to students in both the JD and Graduate Intellectual Property (IP) Programs. While the IP landscape varies dramatically from the days of the school's founding by Dr. Robert Rines in 1973, Pierce Law continues to offer its students an intensive, practice-based experience and an academic program rich in intellectual property resources.

Today's IP Programs and Faculty

Degree Programs

Pierce Law offered its first masters program in 1987, with the introduction of the Master of Intellectual Property (MIP). Today, the Graduate Program has been expanded to offer the following degrees:

- Juris Doctor (with a concentration in intellectual property)
- Joint Juris Doctor and Master of Laws in Intellectual Property (LLM)
- Master of Laws in Intellectual Property (LLM-IP)
- Master of Intellectual Property (MIP)
- Diploma of Intellectual Property (DIP)
- Master of Commerce and Technology (MCT)
- Master of Laws in Commerce and Technology (LLM-CT)
- Diploma in Commerce and Technology (DCT)
- Intellectual Property Summer Institute Certificate (IPSI)
- Advanced Licensing Institute Certificate (ALI)

Curriculum

Pierce Law's IP curriculum, possibly the largest in the world, includes dozens of courses. In 1973, only two other law schools offered courses in patent law. Always a pioneer, Pierce Law was the first to teach patent prosecution in a multi-level course, supported by a growing selection of patent courses. The curriculum was later expanded to include a wide range of courses in trademarks, copyrights, trade secrets, licensing and other "soft" IP subjects. The curriculum was further enriched with the addition of corporate patent attorneys to the adjunct faculty to teach courses in IP management.

Now leading the way in IP management, Pierce Law offers students the opportunity to master the "IP Life Cycle," which includes identifying IP and intellectual capital, as well as creating, branding, protecting, managing and valuating IP. The cycle concludes with creating new markets for IP, followed by monetizing, transferring, financing, securitizing and taxation of IP.

Today's curriculum:

- Features a great number of evolving and changing courses, offering a broad and rich selection
- Integrates all aspects of IP (also integrates IP throughout the general curriculum)
- Recognizes the global nature of IP by offering many international, comparative and global courses
- Recognizes the value of a practice-based education as part of an integrated legal education
- Recognizes the interdisciplinary nature of IP and includes courses at the interface of IP, such as business, management, science, technology, economics, public interest and more
- Recognizes the ever-changing nature of IP, offering courses focusing on IP in developing nations, such as traditional knowledge
- Recognizes the value of scholarship by offering many opportunities for IP students to engage in scholarly courses resulting in publishable quality work products

Faculty

Pierce Law continues to expand its full-time IP faculty, which now includes: Stephen T. Black, Jon Cavicchi JD '84/ LLM '99, Thomas G. Field Jr., William A. Grimes JD '85, J. Jeffrey Hawley, Karl F. Jorda, William O. Hennessey JD '86, Karen Hersey, Dr. Stanley P. Kowalski JD '05, Ashlyn Lembree, Ann M. McCrackin JD '97, William J. Murphy, Ronald E. Myrick, Susan M. Richey, Albert E. (Buzz) Scherr and Mary W. S. Wong. The resident faculty is assisted by an adjunct faculty, which over the years, has included more than fifty domestic and international experts from law firms, government, NGOs and industry.

Ronald E. Myrick to Join IP Faculty

Ronald E. Myrick will succeed Professor Karl Jorda upon his retirement as the David Rines Chair of Intellectual Property Law and Industrial Innovation and as director of the Germeshausen Center.

A partner at Finnegan, Henderson, Farabow, Garrett & Dunner, Cambridge, MA, Myrick focuses his practice on counseling, negotiations, IP asset management and strategy, IP litigation management and dispute resolution. He has served as advisor to many Fortune 500 companies and as "virtual" chief IP counsel or senior IP advisor to smaller companies in the United States and abroad.

Myrick served formerly as chief IP counsel for General Electric. He has held top leadership positions with many of the important IP organizations around the world, including serving currently as chair of Pierce Law's Advisory Committee on IP. He has published a multi-volume treatise and many papers on international litigation, and is a frequent speaker at meetings and seminars on a wide range of IP legal topics.

An experienced teacher, Myrick has taught at Suffolk and the University of Connecticut.



Opportunities to Expand Learning

The addition of the Graduate Programs in 1987 brought cultural diversity to the campus. Today, alumni and students represent more than 77 countries. Pierce Law attracts a growing number of engineers and scientists, many directly from undergraduate schools.

Practice-Based Training: Clinics, Externships and Moot Court Competitions

Since it was founded, Pierce Law has offered a practice-based education. Under the supervision of faculty members, students have assisted many inventors, nonprofits and entrepreneurs while gaining clinical and hands-on learning. Current IP clinic opportunities include the International Technology Transfer Institute, the Intellectual Property Amicus Clinic and the Intellectual Property and Transaction Clinic *(See article on page 24)*.

National and International Moot Court Competitions

Since 1995, Pierce Law students have won nearly three-dozen achievement awards while participating in IP moot court competitions, including the Cardozo BMI Entertainment and Communications Law Moot Court Competition, the Giles S. Rich Memorial Moot Court Competition, the John Marshall Moot Court Competition in Information Technology and Privacy Law, the Saul Lefkowitz Moot Court Competition and the Annual Willem C. Vis (East) International Commercial Arbitration Moot Court Competition.

Externships

Students uniformly report that externships are a "capstone experience," providing an opportunity to use skills in real-life situations. Pierce Law is a leader in providing externships to its students. It is one of the few full-time IP externship programs in the country, offering 12 credits. The program emphasizes meeting both educational and career goals by making externships available in both the private and public sectors. A full-time externship director counsels and assists students in obtaining externships in major cities as well as overseas and works to place student externs in law firms, corporations, United States federal courts and NGOs.

Publications and Websites

Today's students have the opportunity to write for two IP publications, *IDEA: The Intellectual Property Law Review* and the *Newsletter* of Kenneth J. Germeshausen Center for the Law of Innovation and Entrepreneurship. New electronic IP resources include: the IP Mall, IP @ Pierce Law Traditional Knowledge Online, a Twitter feed of news about the global Pierce Law community, blogs from the International Technology Transfer Institute, the IP summer institutes in China and Ireland, "Jorda on Trade Secrets" and the "Trade Secrets Vault."

Student Organizations

Students can join and enjoy the benefits of networking as well as keeping up to date with IP related news and activities by participating in one or more of Pierce Law's student IP-related organizations, including the American Intellectual Property Law Association, the Entertainment Law Society, the International Intellectual Property Organization, the International Trademark Association, the Pierce Law chapter of the Licensing Executives Society (LES), the United States Patent and Trademark Office Society, and the Student Intellectual Property Law Association. IP students also participate in the following organizations: the Korean Student Association, Namaste India, the Taiwanese Student Association and the J. Reuben Clark Law Society.

A Campus Rich in IP Resources

The Intellectual Property Library

Pierce Law houses the only dedicated academic IP library in the United States and is the only law school with a dedicated IP librarian, who holds both a JD and a Master of Laws in Intellectual Property. In 2008, the size of IP library doubled, and now features:

- 2,000 print volumes dealing with IP, commerce and technology
- All publications of the World Intellectual Property Organization (WIPO)
- Resources ranging from historic to cutting-edge, scholarly to practical
- Thousands of donated volumes of unique practitioner materials
- The IP Mall, an award-winning website dedicated to IP (http://ipmall.info/)
- Leading-edge technology services (blogs, podcasts, RSS and Twitter feeds)
- Access to every major English language IP research product available
- The Homer Blair Patent Model Collection
- Inventions of Ralph Baer, the "father of videogames"
- Assistance to over 1,000 patrons from libraries nationwide

Intellectual Property in the Public Interest

The vision of Pierce Law co-founders, Dr. Robert Rines and Robert M. Viles, to build a law school that teaches lawyers of all types to use their knowledge to promote law and social justice continues. For Rines, this vision was global—educating professionals from developing nations in IP would create a cascade of positive outcomes, providing IP professionals with an enhanced ability to evaluate options and thereby make informed decisions, fostering economic development while promoting public interest and social justice. Today, Pierce Law's intellectual property outreach program can boast:

- Thirty-five years of training IP professionals in developing nations
- Thirty-five years of clinical service to inventors, authors, artists and entrepreneurs
- Operates a new International Technology Transfer Institute to help build technology transfer capacity and to prepare patent landscape educational reports on biotechnology issues affecting global health and agriculture challenges
- Operates an IP Amicus Clinic to support preparation of "friend of the court" briefs
- Leads the way in interfacing IP issues with the American Civil Liberties Union
- Operates a Social Justice Institute that integrates IP and public interest issues

The Kenneth J. Germeshausen Center for the Law of Innovation and Entrepreneurship

The Germeshausen Center, created in 1985 through the generosity of Kenneth J. and Pauline Germeshausen, is the umbrella organization for Pierce Law's intellectual property specializations. A driving force behind the study of international and national intellectual property law and the transfer of technology, the Germeshausen Center acts as a resource to business as well as scientific, legal, and governmental interests in IP. Under the direction of Karl F. Jorda, the David Rines Professor of Intellectual Property Law and Industrial Innovation, the Center sponsors:

- Policy-making seminars and conferences; conferences address such topics as advanced licensing techniques, environmental technology transfer, international patent cooperation, and the valuation of intellectual property
- The *Newsletter* of the Germeshausen Center
- International faculty exchanges
- Library collection development
- Information exchanges
- Research fellowships

IP Conferences, Institutes, Symposia and Workshops

For 35 years, Pierce Law has brought IP professionals together from around the globe to build their professional credentials. Current educational activities include: the Advanced IP Practice Symposia, the Advanced Licensing Institute (ALI), the China Intellectual Property Summer Institute (CHIPSI), the College Cork E-Law Summer Institute (eLSI). Others, now celebrating their 20th year, are the Annual IP Summer Institute (IPSI), the Annual Comprehensive Patent Cooperation Treaty Seminar (PCT) and the Patent System Major Problems Conference.

Career Services

The Career Services Office provides students with comprehensive assistance and service to build a rewarding career. The staff interacts with faculty, the externship director, and the IP librarian to help graduates achieve excellent results.

For additional information on Pierce Law's intellectual property programs, please visit: http://www.piercelaw.edu/ip/.

At Pierce Law, one doesn't have to go far to find out what's hot in the world of intellectual property. One of the world's premier centers for the study of intellectual property (IP) law, Pierce Law offers an internationally recognized program for specialists in patent law and related intellectual property fields. Courses are taught by a dedicated faculty, comprised of full-time and adjunct professors, all experts in their fields.

So what's hot in IP today?

According to Pierce Law Trustee Gordon V. Smith, chair of the Board of AUS, Inc., Mt. Laurel, NJ and president of AUS Consultants in the United States. "The thing that's hot at the moment is actually an international issue. New financial reporting regulations instituted in the United States will soon be initiated globally, creating an increased demand for valuation skills."

WHAT'S HOT IN INTELLECTUAL PROPERTY?



Q: Would you please give our readers a brief summary on how you came to be an IP expert?

GVS: Sure. I received an AB degree from Harvard University in 1959 and later studied accounting and economics at the University of Wisconsin-Milwaukee. I began my business career at The Bell Telephone Company of Pennsylvania. In 1963, I joined the American Appraisal Company where I was responsible for a wide variety of valuation assignments ranging from public utility property to circus wagons. Beginning in the late 1960s there were many tax-driven mergers in the United States and the need for appraising intangible assets and intellectual property emerged. I was part of this development and it has remained a focus of my career. In 1983, I decided to further that specialization by founding an intellectual property consulting practice at AUS Consultants. Now here I am over twenty years later still active in IP valuation.

Q: What are you currently working on?

GVS: I have just returned from a lecture trip to Russia and I will be going back to Singapore this winter to teach a 36-hour course on valuing intangible assets and IP.

Q: What's new in the world of IP?

GVS: The thing that is hot at the moment is an international issue. First let me give you a bit of background. The Financial Accounting Standards Board (FASB) published some time ago, standards relative to financial reporting by U.S. corporations. These are known as FASB 141 and 142. Generally speaking, they call for Company A that bought Company B to allocate the purchase price among the acquired assets based on their fair value. This puts the acquired assets onto the balance sheet based on an objective valuation. This has lead to a substantial increase in the demand for valuation skills.

Accounting firms are precluded from doing the valuation for their own audit clients. Companies can either seek outside help from appraisers or do it in house. Increasingly we are seeing the corporations doing it themselves.

The reason I was just lecturing in Moscow and will be lecturing elsewhere is that these strengthened standards have lead to a worldwide valuation crunch because financial reporting rules are being harmonized. The International Accounting Standards Board (IASB), which corresponds to the FASB issues accounting rules, is called the IFRS (International Financial Reporting Standards). Our SEC is moving toward the acceptance of financial reports made under IFRS. The SEC has said that we are moving toward IFRS as an alternative to the GAAP (Generally Accepted Accounting Principles). This is a sign that accounting standards will be worldwide and harmonized. It means that any business anywhere in the world that wants to have access to financial markets, will have to speak the language of world financial reporting.

The IFRS have the same valuation requirements as 141 and 142. This means that eventually every business in the world (especially the large ones in the beginning) that makes an acquisition will have a valuation task. That is driving a lot of interest world wide. Especially in developing and newly privatized countries.

The valuation task can be difficult because assets are becoming increasing intangible. IP is comprising more and more of the business world's assets. The bricks and mortar are a smaller percent of assets. IP can be tough to value. Businesses in developing nations (Vietnam, Thailand, India, Indonesia and the nations of the African continent) are struggling because they have not had to do it before. In newly privatized countries such as China and the countries of the former Soviet Union, where there was not private ownership, this is even more unfamiliar.

This is the primary driver of my lectures in Russia and Singapore. I have also been doing research and participating in seminars for the World Intellectual Property Organization — a United Nations agency (WIPO). Their charge is directed at developing countries. They see this need and are doing what they can.

This is also the reason that we built the on-line tutorials for IP valuations. These are available through www.royaltysource.com. I use these education modules regularly as part of my teaching. They are accessed by people all over the world. We did it because of the effectiveness of delivery. I can't run around the world forever.

The ultimate purpose of course is to build a professional base of competent appraisers by country. In Singapore, as an example, there is a very strong business community and the demand is especially high for valuation skills. Although the same is true for most all developing countries, especially those in Southeast Asia. When a business makes an acquisition, they have to do the valuation and the question is whether they can find someone locally or import an expert at a much greater cost. There is no escaping this if they want to participate in the worldwide capital markets.

Q: What do you see as future IP issues of which we should be aware?

GVS: There has been in the last 10 years a groundswell of people in academia and government who want to see more values on balance sheets — the philosophy is that investors, lenders, and regulators should have as much information as possible. Traditionally balance sheets just show the cost of things, not the value of things. What we've just been talking about is just showing the value of what was bought, but not what a business self-created.

There is an under current of opinion that companies should show the value of what has been created too. Companies have been understandably resistant, mostly because it is hard to do, it may reveal proprietary information and because there is too much exposure to litigation if they get it wrong or change their strategy.

I see this change in balance sheet accounting gaining momentum. There is going to be more and more reflection of value rather than just cost.

As a result of the United States' economc meltdown, we may see additional call for changes in the balance sheet reporting. Banks were forced to show the market value of their securities and there is one view that maybe that wasn't such a good thing. Either way, there is a growing trend to put more information in the financial statements and to have companies report on the value of what they are creating.

Q: What is the view from your desk?

GVS: Well, I see piles of paper as I start to get myself together after being away and I begin the process of moving my office to Florida for the winter. Once I get there it will be business as usual.

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By Professor Jon Cavicchi JD '84/LLM '99

A COMMITMENT TO INTELLECTUAL PROPERTY IN THE PUBLIC INTEREST

Pierce Law made both financial and scholarly contributions to the recently published *IP Management in Health and Agricultural Innovation: A Handbook of Best Practices.*

A joint project of the Public Intellectual Property Resources for Agriculture (PIPRA) and the Center for Management of Intellectual Property in Health Research and Development (MIHR), the *Handbook* was written for policymakers, leaders of public sector research establishments, technology transfer professionals, licensing executives, scientists, the legal profession and the philanthropic community. As a comprehensive resource on current intellectual property management issues and approaches, the Handbook offers information and strategies for utilizing the power of intellectual property while remaining aware of how it relates to the public domain.

Pierce Law's contributing authors and their chapters include: Professor Karl Jorda, *Licensing Know-How and Trade Secrets*; Senior Scholar in Residence and Professor of Law Karen Hersey, *Building Professional Networks: National and International Experiences of AUTM*; and Scholar-in-Residence Stanley Kowalski JD '05, *Freedom to Operate: The Preparations.*

With a generous donation from Gerry Brill JD '91, Pierce Law supported the global distribution of the *Handbook.* Hundreds of volumes have been distributed over the last year to policymakers and practitioners. *Handbooks* were also shipped to many nations around the globe and distributed at international conferences and events. International visitors to the Pierce Law campus also received copies. Recipients include:

Armenia
Sargis Knyazyan, Attorney
Yerevan

Argentina
Universidad Austral
Center For Intellectual Property
Buenos Aires

Bulgaria
Vladia Borislavova Borissova
Institute For Postgraduate Qualification
University of National and World Economy
Sofia

Brazil
Felix Franca
Brazilian Agricultural Research Company
Embrapa (associated with the Ministry of Agriculture, Livestock and Supply)
Brazilia

Colombia
Sepulveda National Association of Industrialists of Colombia
Attorney, Garrido & Rengifo Abogados
Bogota



The Handbook *is available free at www.iphandbook.org.*

Nestor Gabriel Sepulveda, PhD
Dean of Engineering, Universidad Militar Nueva Granada
Bogota

Croatia

Mirjana Vukovic
Chief Police Inspector, Economic Crime and Corruption Department, Ministry of Interior
Zagreb

Cyprus

Nicolas Chrysostomou
Head of Department For Countering IPR, Theft and Illegal Gambling, Cyprus Police
Nicosia

El Salvador

Marcela Eugenia Mancia Dada, Attorney
Head of Trademark Department, Romero Pineda and Associates
San Salvador

Ghana

Centre For Scientific Research Into Plant Medicine
Mampong Akwapim

Directorate of Traditional and Alternative Medicine
Ministry of Health

The Ghana AIDS Commission

Ghana Federation of Traditional Medicine Practitioners Associations

The Ghana Food and Drugs Board

The Ghana Ministries of Agriculture, Education, Food, Health, and Justice

National Commission on Culture
Accra

The Komfo Anokye Teaching Hospital
Kumasi

Noguchi Memorial Institute of Medical Research
Legon

His Majesty Otumfuo Osei Tutu II, The Reigning King of The Legendary Ashanti Kingdom, University of Ghana
Legon

Kwame Nkrumah University of Science and Technology
Kumasi

Greece

Eirini Stamatoudi, Attorney
Director, Hellenic Copyright Organization
Athens

Guatemala

Hugo Leonel Garcia Dardon
Auxiliary Prosecutor for Intellectual Property Crimes
Public Ministry
Guatemala City

Haiti

Emmanuel Derivois
General Director, National Copyright Office, Ministry of Culture
Port-au-Prince

Honduras

Gerardo Guillen, JD '08
Tegucigalpa

Hong Kong

Priscilla Kit-Lai, Principal Assistant Secretary, Commerce, Industry and Technology Bureau, Commerce and Economic Development Bureau

Hungary

Eva Simon
Legal Advisor, Association of Hungarian Content Providers
Budapest

India

Amit Satyavan Jamsandekar
Practicing Advocate in the Bombay High Court; Solicitor of the Supreme Court of England and Wales
Mumbai

Zakir Thomas MIP '04
Project Director, Open Source Drug Discovery Project
Council for Scientific and Industrial Research
New Delhi

Indonesia

Alexandra Suryakristianto, Senior Manager
Rouse and Co. International
Jakarta

Japan

Taichi Higashikawa
Senior Patent Counsel
Mitsubishi Heavy Industries
Tokyo

Kazakhstan

Alexander Deriglazov, CEO
Meloman Video-Audio Ltd.
Ust-Kamenogorsk

Kenya

Creck Buyonge Mirito, Manager
Centre for Customs and Excise Studies
University of Canberra
Nairobi

Rose Ndegwa MIP '98,
Intellectual Property Officer
International Livestock Research Institute
Nairobi

Korea

Kyung Hee Kweon, Partner
SAEGIL Patent & Law Firm
Bundang-gu, Gyeonggi-do

Lithuania

Vytas Simanavicius, Chair
Association of Anti-Piracy Activities
Kaunas

Macedonia

Elizabeta Nikolovska, Head of the Department of Non-Tariff Measures
Customs System, Customs Administration

Mexico

Jorge Amigo, Director-General
Instituto Mexicano de la Propiedad Industrial
Mexico City

Gloria Isla, MIP '88, Senior Partner (Pierce Law Trustee)
Isla del Campo & Associates
Mexico City

Nigeria

Adejoke Oyewunmi LLM '01,
Barrister and Solicitor of the Supreme Court of Nigeria
Senior Lecturer, Department of Commercial and Industrial Law
Faculty of Law, University of Lagos
Lagos

Norway

Rune Ljostad, Partner
Simonsen Advokatfirma DA
Oslo

Oman

Omar Faisal Al Jahdhami, Director of Consumer Protection Department
Ministry of Commerce and Industry
Muscat

Pakistan

Rizwan Basharat, Director, Intellectual Property Organization
Lahore

Peoples Republic of China

Hon. Ruizi Chen LLM '03,
Assistant Judge

Hong Shen LLM '03, Partner
Longan Law Firm
Beijing

Peru

Dr. Marc Ghislain, Molecular Biologist
International Potato Center
Lima

Poland

Dariusz Urbanski, Chief Specialist,
Copyright Unit, Legal Department,
Ministry of Culture
Warsaw

Luk Palmen, Project Manager
Network for Effective Technology
Commercialization
Gliwice

Puerto Rico

Alice Cabrera, Attorney

Romania

Marius Bogdan Bulancea, Trainer,
National Institute for Magistrates
Bucharest

Senegal

Association for the Promotion of
Traditional Medicine of Senegal
Dakar

Singapore

Wai Yin Chong (Tricia) MIP '05
Cornell Center for Technology
Enterprise & Commercialization

South Africa

Rosemary Wolson, Intellectual Property
Manager
Council for Scientific and Industrial
Research
Pretoria

Syria

Dr. Moussa Mitry, Assistant Professor
Faculty of Law
University of Damascus
Damascus

Tanzania

Rehema John Kitambi, Attorney,
Advocate and Assistant Registrar of the
Tanzania Government, Business
Registration & Licensing Agency
Dar es Salaam

Togo

Federation of Healers Associations
of Togo

The Traditional Therapeutic Medical
Practitioners Association of Togo

Trinidad and Tobago

George Edson Busby, State Counsel

Uganda

Enoch Walugembe, Assistant
Commissioner for Enforcement
Uganda Wildlife Authority
Kampala

United States

Carol Carr, Office of Sponsored
Programs
Massachusetts Institute of Technology
Boston, MA

James Cullem JD '99, Managing Principal
and Founder
Aurora Nova Consulting
Topsfield, MA

Dr. Greg Slack, Director of Research
and Technology Transfer
Clarkson University
Potsdam, NY

Rama Rao Sankurathripati
Deputy Director
WIPO Coordination Office, United Nations
New York, NY

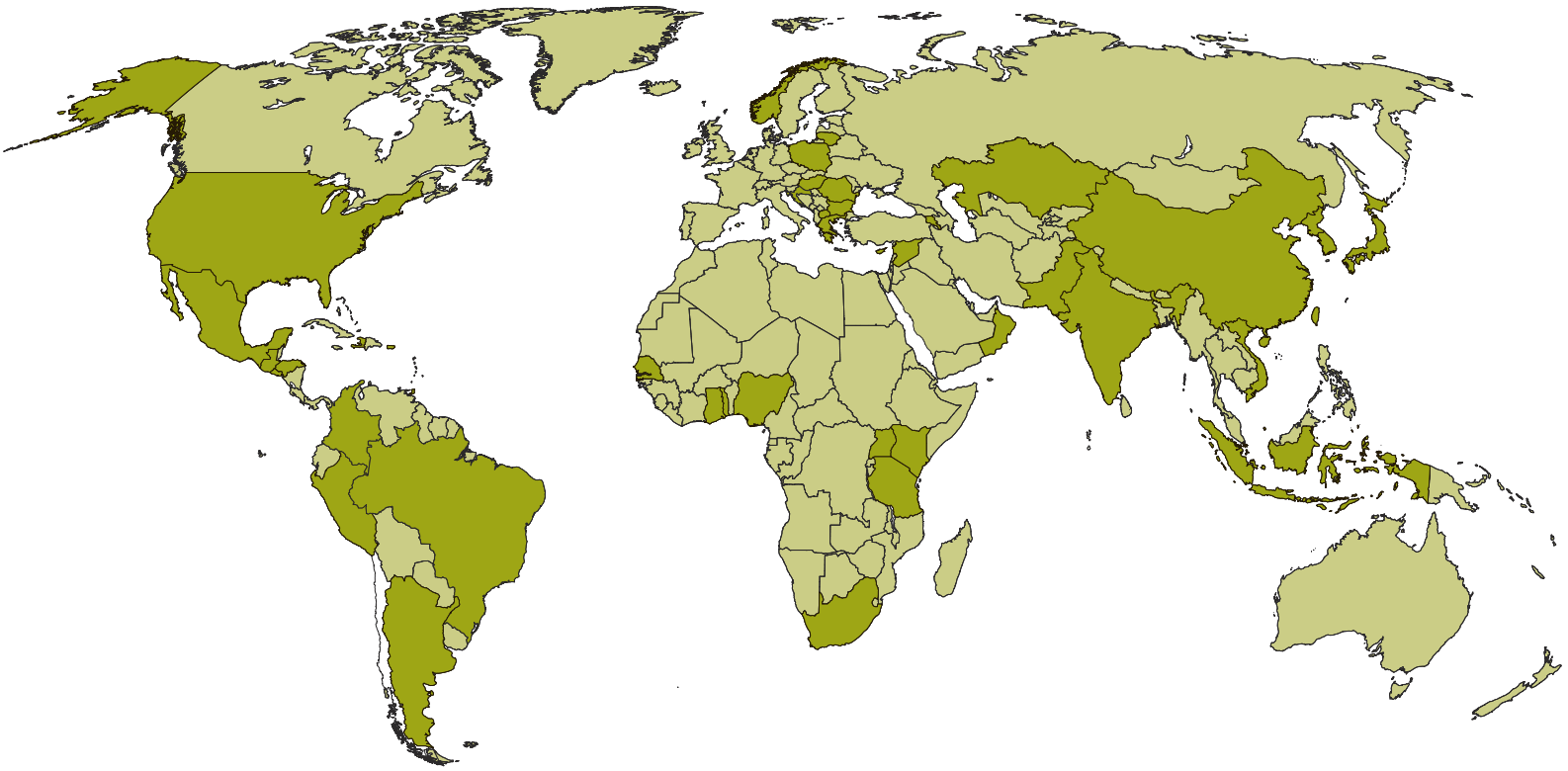
Benjamin Hauptman JD '80
Senior Partner
Lowe Hauptman Ham & Berner LLP
Alexandria, VA

Vietnam

Dzung Nguyet Nguyen MIP '05
Vision & Associates
Hanoi

Dr. Le Thi Thu Hien
Institute of Biotechnology, Vietnamese
Academy of Science & Technology
Hanoi

Linh Thi Mai Nguyen, Legal Program
Officer for STAR Vietnam
Hanoi



By Sharon Callahan



VISIONARY AND VIDEOGAME PIONEER RALPH BAER, AGE 87, IS REFERRED TO BY VIDEOGAME HISTORIANS AS THE "FATHER OF VIDEOGAMES." HIS INVENTIONS TRANSFORMED THE TELEVISION AND COMPUTER GAMING INDUSTRIES AND HELPED LAUNCH A MULTI-BILLION DOLLAR INDUSTRY.

The Inventions of Ralph Baer:

A LEGACY TO PIERCE LAW'S IP LIBRARY

"Baer created a cultural phenomenon," says Dean John D. Hutson. "His vision changed the way we interact with technology."

Many members of Pierce Law's graduating classes grew up playing with Baer's inventions such as the Magnavox "Odyssey" game, the first home videogame, and "Simon," an electronic saucer-shaped game which made its debut in 1978.

This spring, Baer donated an original version of the predecessor of the Magnavox Odyssey, the world's first home videogame console to Pierce Law. This game system is known in the industry as the "Brown Box." It will be part of a working display in the intellectual property library. Baer will also donate a collection of documents, deposition records and videos, patents, videogame product commercials and a collection of videogame history pages, as well as an autographed copy of his book, *Videogames: In the Beginning.*

According to Professor of Law and Intellectual Property Librarian Jon Cavicchi JD '84/LLM '99, "This donation enhances our unique collection of resources facilitating research into the synergy of law, science, technology and intellectual property law. The display joins the Homer Blair Patent Model Collection, the only such collection at any law school in the world."

Baer holds more than 50 United States patents and 100 international patents and has earned numerous awards for his life's work. In 2005, he received a Legend Award at the G4 Video Game Award Show. In 2006, President Bush awarded Baer the National Medal of Technology, the nation's highest award for innovation, in honor of his "groundbreaking and pioneering creation, development and commercialization of interactive videogames."

Last year, he received the Pioneer Award at the Game Developer's Conference and the IEEE Masaru Ibuka Consumer Electronics Award, given each year to a team or to an individual who has made an outstanding contribution to consumer electronics. It is awarded by the Technical Field Awards Council of the Institute of Electrical and Electronics Engineers (IEEE).

Many of the prototypes of Baer's videogame-related inventions are now part of the collection of the Smithsonian Institution's National Museum of American History. The Smithsonian's Lemelson Center for the Study of Invention and Innovation recently published an online archive of Baer's videogame development documents as well as a collection of papers generated by Baer during his military service in WWII.

The Museum of the Moving Image in Queens, NY, houses a fully-functional replica of Baer's "Brown Box" and other models. These are on permanent display and are playable hands-on by museum visitors.

The American Computer Museum in Bozeman, MT, also displays a "Brown Box," as does the Computer History Museum in Mountain View, CA, along with museums in Germany including the Heinz Nixdorf Museum in Paderborn, and the Computerspielemuseum in Berlin.

Baer was born in Germany in 1922 and, at age 16, fled to the United States with his family, two years after Nazi anti-Semitism forced him to leave school for work in an office. He worked briefly in a New York factory that produced leather accessories, enrolling at the National Radio Institute and studying part-time to become a radio and television service technician. In 1943, he joined the United States Army, assigned to Military Intelligence, attached to Eisenhower's headquarters in

London, but stationed elsewhere in England and later in France.

In 1949, Baer earned a BS in television engineering, the first such degree awarded in the United States, from the American Television Institute of Technology in Chicago.

In the early 1950s, Baer worked on electro-medical equipment, while employed by Wappler, Inc., followed by design at Loral Electronics of a television set and subsequent military electronics work at Transitron, Inc., in New York, where he later became vice president of engineering. He moved with the firm from New York to Manchester, NH. In 1956, he joined Sanders Associates (now part of BAE Systems) in Nashua, NH. While there, he ran the Equipment Design Division, serving as an engineering fellow until his retirement in 1987. Baer has been an independent inventor and licensor of electronic consumer products, toys and games ever since.

In the 1950s, when television sets were gaining popularity, Baer says "I thought it would be fun to add an interactive, game-playing element to passive television viewing." Nearly 15 years later, while at Sanders, Baer along with two colleagues, further developed his ideas, creating games using transistor circuitry and housed in simple boxes. In 1966, he developed a prototype for a chase game featuring player-controlled screen symbols. Sanders funded further research which culminated in games featuring machine-controlled on-screen characters such as the ball in video ping-pong games.

In 1968, Baer filed his first patent for gaming technology. This patent was followed by many others. In 1970, Magnavox (now Phillips, North America) signed a license agreement for rights to Baer's "Brown Box," which the company production-engineered and introduced as the "Odyssey" home game system in 1972.

In addition to his success with videogames, Baer also developed a variety of successful electronic games and toys, including "Simon," "Maniac," "Computer Perfection," Tonka Toy's "Talking Tools," a talking picture frame ("Time Frame"), a talking speedometer for kid's bikes ("BikeMax") and many other electronic products.

Baer has lived in Manchester for 50 years. He is the father of Pierce Law alumnus, Mark Baer JD '88.

Growing Up with an Inventor

BY MARK BAER JD '88

I've often wondered—and its often been asked—where is the source of my dad's great inventiveness and his great passion for creating new and interesting projects, processes and products. The answer to this inquiry is not always the same, nor is it necessarily definitive. There are, however, some clues out there, and in those clues some lessons for us all.

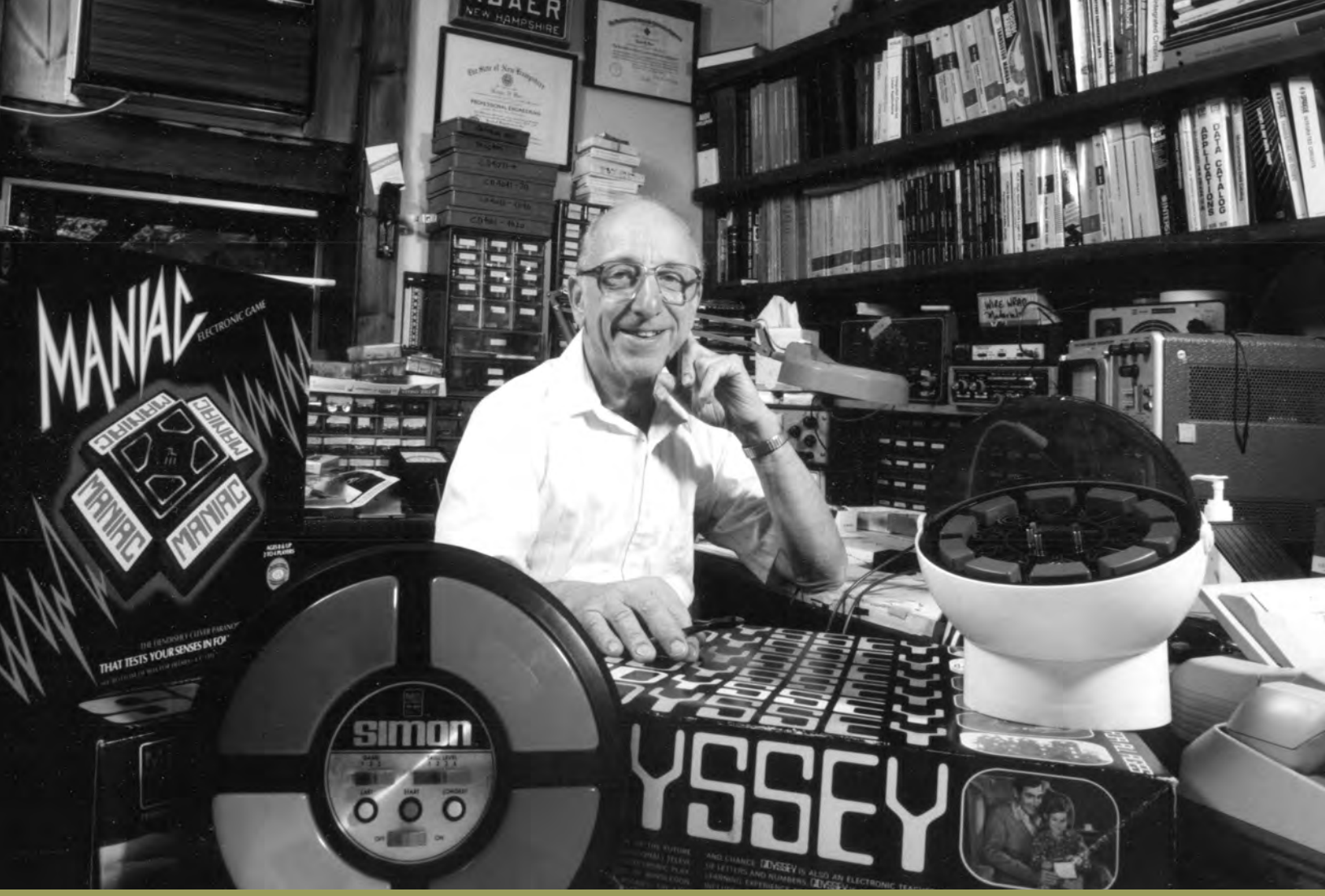
Present this inquiry to my dad, Ralph, and he'll respond in a quiet and unassuming way that perhaps it's "in the genes" or it "just comes naturally." While this is undoubtedly true, the full story is more complex.

First and foremost it takes a mind that is both technically proficient as well as in touch with its more creative side. This is not as easy as it sounds. Think of the image of the prototypical 'geek' and you'll fairly conjure up the image of someone connected completely to his or her technical side but unaware, or perhaps uninterested, in the creative aspects of life.

Then there is the other, perhaps more common, condition. Think of how many times you've heard someone say something to this effect: 'I just use it, I don't know how it works' or even more commonly something along the line of 'I'm technically challenged.' Yet, this same individual can probably wax profusely about a great figure in history, a terrific novel or an inspiring piece of art recently observed.

The trick is to combine the two processes.

And, in that regard, my dad has succeeded spectacularly. Surely, he has innate ability. But even with that going for him, he took the time and hard work needed to learn the trades and improve his technical abilities. He studied and worked on building his electrical engineering acumen for quite some time. With that knowledge in place he regularly and methodically thought about using his technical skills in creative and exploratory ways. This was not quick, nor was it necessarily easy. His work was often disregarded and disdained in the early years. But he, along with others in his various working groups, persisted and ultimately



succeeded. It was the ability to combine both the creative and the technical, which appears to have been key to the creative accomplishments during his long and successful career.

And where is the lesson for the rest of us? Well, that part is clear. We likewise need to study and work hard to build solid bases of knowledge and ability from which we can strive to make our own mark on the world. It may not be of the magnitude of the "Father of Videogames" nor will it likely spawn a worldwide industry and culture. However, if we develop both the technical side of our abilities—whether it is in the sciences, or other disciplines such as the law—and combine that with creative, new thinking, we can make something happen, we can make a difference.

As one of the first three kids to have ever played videogames (I have two siblings) and perhaps the first ever to smack down his sibling (granted, both my brother and sister claim the same distinction), I have seen first hand the results of combining these two skill sets.

And, looking back, this is one of the great things about Pierce Law for me as the school gave me an opportunity to gather up the 'technical skills' if you will, of the practice of law while simultaneously allowing and nurturing the creative side of the study of law. This gave me a terrific background and a head start coming out of the gate at graduation. It's been a great advantage over so many other lawyers during the course of my career.

For this, I am extremely grateful. And in that spirit, many of us have worked toward memorializing the great start-up and legal process which gave birth to the videogame industry by seeing that many early and important materials related to videogame litigation are permanently enshrined in the Franklin Pierce Law Center library. They could not have found a better home.

Mark Baer JD '88, Assistant Attorney General, State of Utah.

By Professor Jon R. Cavicchi JD '84/LLM '99

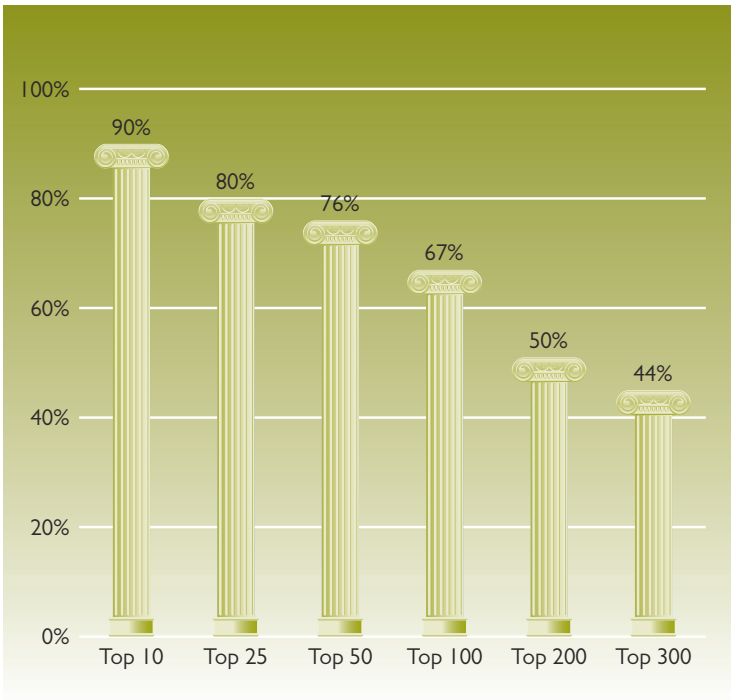
Alumni in the Nation's Top

Pierce Law recently tallied the numbers to compile statistics on the careers of its patent law graduates to demonstrate the school's success in educating many of the top patent lawyers in the United States and around the world. The data was collected utilizing the Pierce Law alumni database, *Martindale Hubble*, the *West Legal Directory* and information from the web sites of firms and corporations. This article provides a portion of statistical information compiled by the staff of the Pierce Law IP Library for our "by the numbers" report. The entire analysis is available at http://www.piercelaw.edu/ip/.

Also featured is information released by *Intellectual Property Today*, a publication that ranks patent law firms and the top patent-producing corporations. Details on patent lawyers practicing in government and non-governmental organizations as well as firm and corporate settings not reflected in these rankings.

By the numbers, Pierce Law patent graduates around the world protect property and promote innovation from the largest corporations to the smallest inventor.

Percentage of the Top Patent Law Firms that Employ Pierce Law Alumni

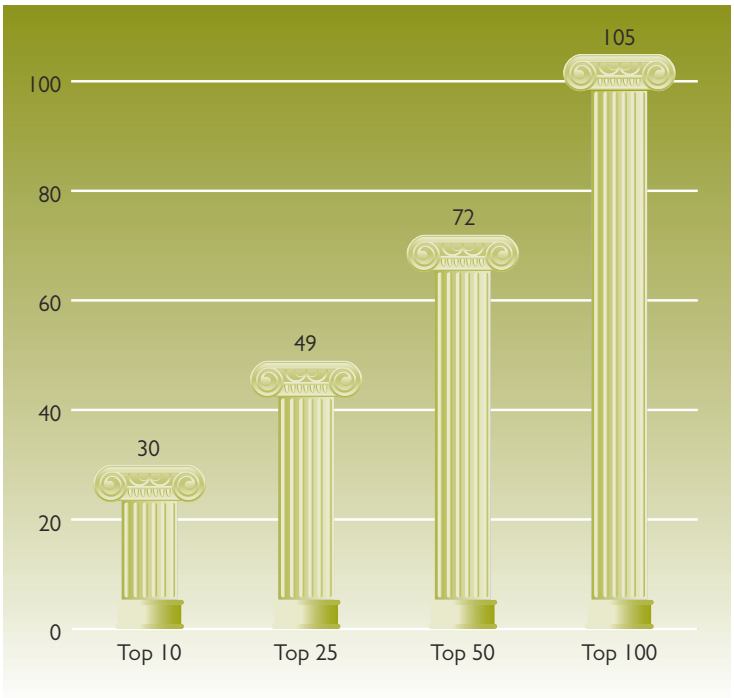


Pierce Law Alumni at the Top U.S. Patent Law Firms

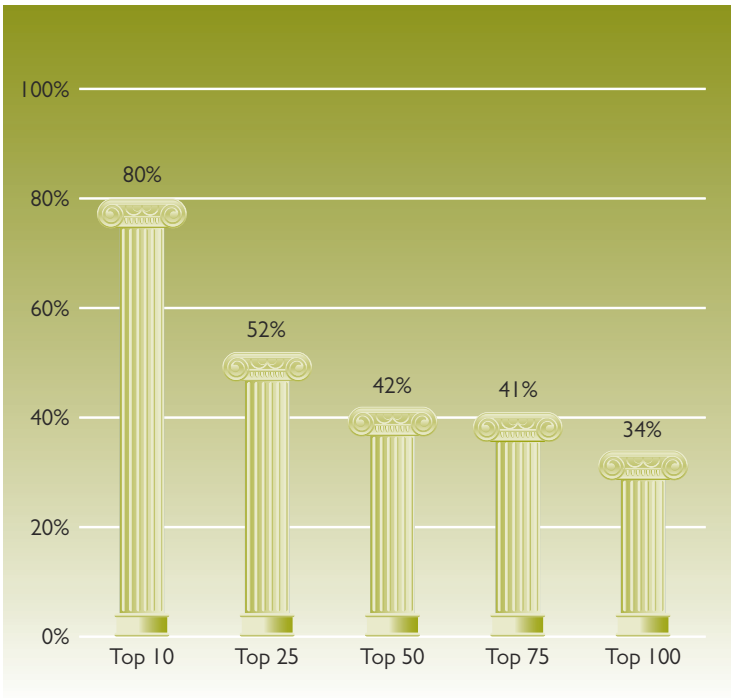
Comprised of 352 law firms and individuals, the list of top patent firms are ranked according the number of patent registrations issued in 2007. As indicated on the accompanying charts, Pierce Law alumni are overwhelmingly represented at the leading patent law firms in the United States, reflecting the excellence and professional capabilities they take into the workplace.

Patent Law Firms

Recent Success: Pierce Law Graduates 2000–2007 at Top Patent Law Firms



Top Companies Receiving U.S. Patents in 2007 that Employ Pierce Law Alumni



Recent Graduates at the Nation's Top Patent Law Firms

Pierce Law graduates work at many of the nation's top patent law firms. As listed by *Intellectual Property Today*, 2008, these firms include: Oblon, Spivak, McClelland, Maier & Neustadt, PLLC: Sughru Mion, PLLC; Birch, Stewart, Kolasch & Birch, LLP; Oliff & Berridge, PLC; Fitzpatrick, Cella, Harper & Scinto; Fish & Richardson; Harness Dickey & Pierce, PLC; Foley & Lardner LLP; Townsend and Townsend and Crew LLP; McDermot Will & Emery LLP; Knobbe Martens Olson & Baer, LLP, Finnegan, Henerson, Farabow, Garrett & Dunner LLP, Stass & Halsey LLP; Buchanan Ingersoll & Rooney PC; and Kenyon & Kenyon LLP.

Corporate Patent Scoreboard

IFI Patent Intelligence, a Wolkers Kluwer Health Business, announced its annual compilation of the world's top-ranked United States patent winners in its 2008 Corporate Patent Scorecard. Employing proprietary authority lists and algorithms IFI's analysts ranked organizations with the most patents awarded in 2007.

According to IFI, the top ten companies are: IBM Corporation, Samsung Electronics Co., Ltd., Canon KK, Matsushita Electric Industrial Co., Ltd. (Panasonic), Intel Corporation, Microsoft Corporation, Toshiba Corporation, Sony Corporation, Micron Technology Inc., and Hewlett-Packard Development Co., LP.

One hundred and twenty Pierce Law alumni currently work for the top companies receiving United States patents in 2007. This further illustrates how the quality of Pierce Law's programs prepares graduates to effectively participate in advancing cutting-edge technologies into the global marketplace.

By Professor Karen Hersey



Pierce Law's INTERNATIONAL TECHNOLOGY TRANSFER INSTITUTE EXPANDS GLOBAL OUTREACH

Pierce Law's commitment to promoting international awareness of the role of intellectual property in building strong economies and benefiting societies is well known. The mix of languages heard inside and outside of classrooms on any given day gives testimony to Pierce Law's long-standing reputation as an international center where students from all corners of the globe gather to learn and exchange experiences.

Courses ranging from Comparative and International Law in all Intellectual Property (IP) areas, to World Trade and World Intellectual Property Law and Institutions, to Legal Protection of Traditional Knowledge and Biodiversity, to name just a few of the many course offerings, introduce students in all interest areas to the universal importance of the rule of law. In addition to the international focus of many Pierce Law courses, the well-respected Masters of Intellectual Property (MIP) Program is of special interest to legal professionals, engineers and intellectual property administrators from many of the world's developing countries. Add to the mix, Pierce Law's recent partnership with the Public Intellectual Property Resource for Agriculture (PIPRA) and the Center for the Management of Intellectual Property in Health and Research Development (MIHR), two programs devoted to using intellectual property as a means for strengthening productive use of innovation in developing countries and it is clear that Pierce Law is already well-established as a global player.

Any competitive player, though, keeps an eye open for new opportunities and Pierce Law is no exception. Just over a year ago, a group of faculty identified a gap between conventional wisdom on the efforts that *should* be made to encourage building knowledge transfer capacity in developing countries and the efforts that were *actually* being made. Faculty experiences showed the gap to be most significant in those countries where little thought is given to the role academic innovation plays in developing knowledge-based and technology-based economies. While policymakers in many countries often express some awareness of the social and economic benefits possible from academic research, the know-how and institutional organization needed to capitalize on scholarly research and innovation is, to a large extent, nonexistent. Capacity building, at both the human and institutional levels becomes essential.

Founding of the International Technology Transfer Institute

Enthusiasm for tackling this unmet need paved the way for establishing a new initiative at Pierce Law. The International Technology Transfer Institute (ITTI), designed as a resource to help countries throughout the world improve the flow of innovative technologies into the commercial sector, is now a fully-functioning unit of Pierce Law. In particular, ITTI focuses on helping to build the intermediary capacities that are necessary to bring academic research to the marketplace. As a unit of Pierce Law, ITTI is unique in the resources that it has available. Drawing on the experience of Pierce Law's intellectual property law faculty, the knowledge, skills and abilities of its law students and its extensive academic law library holdings, ITTI is able to provide world-class educational programs and training in intellectual property law, technology transfer and knowledge/innovation management. The significant pool of international alumni located in countries across the globe provides in-country experts with the insight and experience necessary for building appropriate country-specific infrastructures.

ITTI: A Dual Mission

While still in its early phase of development, ITTI has already established capability in two distinct, although related, specialty areas.

Building Technology Transfer Organizations

The technology transfer management group is devoted to providing the structuring, educating, training and tooling necessary to build technology transfer organizations within academic and governmental research institutions. ITTI acts as an advocate, knowledge resource and catalyst for advancing intellectual property management and building technology transfer capacity. It structures programs to reach policymakers, lawmakers, technology transfer professionals, venture capitalists, research scientists and industry. For example, faculty, students and in-country experts are currently reviewing the research and technology transfer infrastructures, both legal and actual, in China and India. This effort is expected to result in a white paper for ITTI's client, a book that provides an in-depth

picture of current thought and practice in China on issues related to commercialization of research, and at least one article for publication.

Analyzing the Patent Landscape

A second focus area of ITTI involves patent landscape analysis. Advanced innovations in health and agriculture are, by and large, patented. These patents, held by companies and organizations in both the private and public sectors, create patent thickets which can delay, complicate, or, in worst case situations, impede global access to such essential innovations. It is often in the public interest for developing countries to have access to these innovations. Consequently identifying and traversing these thickets is a primary concern.

A complex but vitally important first step that facilitates navigating through these patent thickets is to assemble and organize detailed information, i.e., a patent landscape map that shows blocking patents which may need to be licensed or avoided. Patent landscape maps, therefore, identify patent literature (both patents and patent applications) that might be relevant, for instance, to a particular biotechnological application, whether in agriculture or in health, and whether investigating a single component or complex construct.

ITTI, a leading educator in patent landscape construction, explores, maps and provides a better understanding of patent landscapes for cutting-edge advances in health and agriculture … and always in the context of promoting global access while acknowledging the legal rights of patent owners. ITTI has developed a pioneering, iterative approach to patent landscape analysis and patent explorations, specifically designed to address the needs of developing countries. In this way ITTI contributes to the global pool of knowledge on innovative patent search strategies.

Conducted as an ITTI clinical course offering, Pierce Law students perform these patent landscape analyses. Organized into teams, students systematically analyze and dissect complex biotechnological applications (e.g., HIV DNA vaccine compositions and methods), search both publicly available and proprietary patent databases for potentially relevant patents and applications, code and categorize results and then assemble a final work product in the form of a report (a 200-300 page bound document with DVD).

ITTI patent landscape reports can serve as foundations for academic publications, grant proposals, research and development strategic plans, and/or freedom to operate analyses. Up to now, ITTI's patent landscape investigations have focused on advanced biotechnological innovations in health and agriculture directly relevant to the needs of Sub-Saharan Africa. For example, specific technologies whose patent landscapes have been analyzed include genetic engineering of the sweet potato for insect resistance and HIV vaccine compositions and methodologies. These projects have been done in collaboration with the Public Intellectual Property Resource for Agriculture (PIPRA, www.pipra.org), an organization based at University of California, Davis that assembles public sector-owned and accessible intellectual property to make it available to innovators around the world. Patent landscape reports are delivered to PIPRA and its member organizations that would benefit from the information. The insect resistant sweet potato report, for example, was delivered for use by The International Potato Center in Lima, Peru.

The ITTI Team

The team of faculty assembled to staff this newest Pierce Law enterprise includes:



Dr. Stanley P. Kowalski JD '05, Scholar in Residence and ITTI Director

Kowalski is a distinguished scientist with significant experience in international intellectual property, particularly as it relates to agricultural development in developing economies. He has conducted numerous patent landscape analyses, including the well-known carotene-expressing genetically engineered rice strain ("Golden Rice"). Kowalski served as an editor for the highly-acclaimed *IP Management in Health and Agricultural Innovation: A Handbook of Best Practices* (available at http://www.iphandbook.org/).



Jon R. Cavicchi JD '84/LLM '99, Professor of Law and IP Librarian

Cavicchi is primarily responsible for building the school's renowned IP Mall. He has taught and developed techniques in patent searching, mining patent data and IP research tools and strategies during his tenure at Pierce Law.



Karen Hersey, Professor of Law, Senior Scholar in Residence

Hersey spent over 25 years as a major participant in the evolution of university technology transfer in the United States. She teaches courses in technology transfer and lectures on the topic in international forums. She is former senior counsel for intellectual property at MIT and a past president of the Association of University Technology Transfer Managers (AUTM).



John Orcutt, Professor of Law

Orcutt teaches classes and engages in research at Pierce Law that focus on entrepreneurialism and the structures needed to create entrepreneurial environments. He brings a background as a former capital markets attorney and investment banker focusing on financing for emerging growth companies to the ITTI team.

Pierce Law Takes IP Knowledge to India

BY JON R. CAVICCHI, JD '84/ LLM '99, PROFESSOR OF LAW AND INTELLECTUAL PROPERTY LIBRARIAN

Pierce Law's many successful intellectual property graduates from India have made a tremendous impact on their country. There is much to be said about Pierce Law's world-renowned reputation that has brought so many bright students from all corners of India to study intellectual property in New England.

Today, Pierce Law also takes its Intellectual Property (IP) programs to India, via telephone lectures by Professor Jeffrey Hawley. These lectures are adapted from Hawley's Patent Law course and will be enhanced later this year by lectures to be offered by Professor Ann McCrackin JD '97.

Bal Das MIP '94 was the first graduate student from India to study at Pierce Law. And since that time, more than 50 students from India have followed him.

Das now serves as the general counsel and head of strategic planning at the InsCap Group. He practiced for over eight years in New York and in Europe at Skadden, Arps, Slate, Meagher & Flom LLP, later serving as special counsel at the New York office of Cadwalader, Wickersham & Taft LLP.

Pierce Law graduates lead the way in every IP sector in India. Among them, are the following successful graduates:

Vishal Katariya LLM '01

Vishal Katariya LLM '01 was appointed as the first chair rofessor of the newly established IPR chair under the aegis of Ministry of Human Resource and Development (MHRD) at University of Pune. "Franklin Pierce Law Center is one of the premier institutes in the United States which imparts intellectual property education. World Intellectual Property Organization officials and nominees for patent offices from many countries prefer to study IP law at this institutiton," says Katariya. After receiving his LLM, he interned at the Atlanta office of Holland & Knight LLP.

His education and work in the United States enriched his experience, and he returned to India in 2002, where the IP field was still in its infancy. Through networking and traveling globally, he began to lay a foundation for his own law firm. He was later appointed by the CSIR to become the country's youngest chair professor of intellectual property rights at the University of Pune. Katariya's firm, Vishal Katariya & Associates, services both Indian and international clients.

Keshav Dhakad LLM '02

Keshav Dhakad LLM '02 is the head of intellectual property rights (IPR) and license compliance in the Legal and Corporate Affairs Division of Microsoft India in New Dehli. He is responsible for all IPR related legal issues of the company, IP policy and law, including anti-piracy initiatives and enforcement, license compliance, patents and related areas. He also serves as country chair and represents his company on the India Committee of the Business Software Alliance (BSA). As chair, Dhakad works to drive IPR policy and programs, and anti-piracy issues within the government, industry and academia.

Prior to joining Microsoft, Dhakad was a partner at Anand & Anand, New Delhi where he managed the IT and E-commerce Law Department. He was instrumental in obtaining landmark orders including judgments on damages granted by the Delhi High Court against violation of copyrights in software.

Pooja Dodd LLM '02

Pooja Dodd LLM '02 of New Delhi is a partner and head of the Intellectual Property Department at Fox Mandal Little in New Delhi where she manages IP litigation, filing and prosecuting trademark and copyright applications, and preparing opinions on intellectual property issues. Before joining Fox Mandal, Dodd served as a legal intern at law firms in New York and Minnesota. At Bazerman & Drangel, P.C., NY, Dodd prepared strategy for anti-counterfeiting measures, conducted trademark conflict searches, and updated a publication on the impact of the Madrid Protocol on United States trademark practice. As an intern for Abdo, Abdo, Broady & Satorius, PA, Minneapolis, MN, she assisted attorneys on various intellectual property related entertainment issues, as well as filing trademarks.

"The LLM program at Pierce Law gave me an in-depth insight into intellectual property issues which not only prepared me for the kind of work I now handle at my current job, but also prepared me to excel in it," says Dodd.



Dr. Kalyan C. Kankanala LLM ’03

Kankanala LLM ’03 works in the areas of IP consulting, licensing and training at his firm, the Brain League, located in Bangalore, the IT capital of India. During his career as a consultant, he has worked closely with technology driven companies on IP analysis, audits, collaboration and licensing. He specializes in designing IP processes and framing policies for companies and universities and partners with companies to build their IP culture. Kankanala recently authored a book entitled *Genetic Patent Law and Strategy*, that has proven to be a good guide for those in the field.

“In addition to learning from the best professors in the field, the courses gave me a good blend of theory and practice, which was very useful during the initial stages of my practice,” says Kankanala. The relationships with individuals from different countries, provided the contacts required to provide services to my clients internationally.”

Zakir Thomas MIP ’04

Zakir Thomas MIP ’04 currently on sabbatical with a fellowship from the government of India, has held many senior governmental positions, including the registrar of copyrights and deputy secretary in the Ministry of Human Resources Development. Thomas has recently been appointed as project director of the Open Source Drug Discovery Project of the Council for Scientific and Industrial Research (CSIR) the first initiative of this kind to be instituted by the government of India. Thomas also writes and lectures on Indian and international IP law and policy. He directs Pierce Law’s traditional knowledge portal at: http://www.traditionalknowledge.info.

“I not only value the academic side of my experience at Pierce Law, but also have benefited immensely from the international mix of the student population,” says Thomas. “I strive to understand other cultures and their processes for managing IP.”

“Pierce Law strengthened my fundamentals in IP law in a professional and progressive way. It is a great institution that I was lucky to attend, where you get to be a part of an international community from across the world. Teachers were most friendly and engaging. The setting of the school is also beautiful and distraction free. I will always consider my stint at FPLC as one of the highlights of my academic journey to a IP lawyer.” – Keshav Dhakad LLM ’02



By Sharon Callahan

Getting Down to Business

HANDS-ON LEARNING IN THE INTELLECTUAL PROPERTY AND TRANSACTION CLINIC

In Pierce Law's Intellectual Property and Transaction Clinic, it's win-win for students and for New Hampshire's musicians, inventors, authors, artists, nonprofits and entrepreneurs. Students sharpen their skills while working on real legal problems, and their clients reap the benefits.

Under the supervision of Professor Ashlyn Lembree JD/MIP '96, director of the Intellectual Property and Transaction Clinic, students are assigned to work on cases involving intellectual property issues such as copyrights and trademarks, as well as legal issues regarding contracts, small business transactions and 501 (c) (3) non profit registrations.



Students gain real-world knowledge in the Intellectual Property and Transaction Clinic. ***Pictured l. to rt.:*** *front row: Clinic Director Ashlyn Lembree, Monica Peters '09, Marissa Olesen '09, Autumn Nichol '09, Michael Clement '09; back row: Richard Benavidez '09, Catherine Roehl '09 and Reema Patil LLM '08.*

"In our live client clinic, students have the opportunity to conduct interviews and research, draft documents, and advise clients in a variety of intellectual property and transactional matters," explains Lembree.

"This clinic regularly accepts referrals from the New Hampshire Chapter of Lawyers for the Arts, bringing in clients who are authors, artists, musicians and publishers," adds Lembree. "We also assist individuals operating small businesses and nonprofit organizations with issues pertaining to copyright and trademark registration and protection, and licensing small business transactions. We also offer assistance in how to form and manage nonprofit corporations."

For students, the clinic brings law classes to life by allowing them to apply their knowledge to real cases. While the clinic includes a classroom component, the primary focus is on real-world experience.

"The clinic helps students gain a solid background in legal research and analysis, legal reasoning, trademark and copyright registration practice, business entity formation and governance practice," says Lembree. "They also learn the basics of intellectual property contract drafting, handling intellectual property infringement claims, and counseling by representing clients in actual cases."

"The clinic benefits not only our students but also the community at large, since our students often represent clients whose needs might otherwise go unserved," adds Lembree.

This fall, Pierce Law students from across the country worked in the clinic. They included: Richard Benavidez '09 of Los Angeles, CA, Michael Clement '09 of Penacook, NH, Autumn Nichol '09 of Punxsupawney, PA, Marissa Olesen '09 of Oakton, VA, Reema Patil LLM '08 of Bangalore, India, Monica Peters '09 of Ashland, NH, and Catherine Roehl '09 of Richmond, VA.

"The clinic provided me with the chance to work directly with a variety of trademark related matters," says Roehl. "This work was essential preparation, not only for the trademark externship that I will doing at the alumni-based firm of Vern Maine & Associates in Nashua, NH, but also for a future career in trademark law," says Roehl.

"As an international student in the clinic ... I have gained great insight with regard to the practical application of United States copyright and trademark laws along with the confidence to handle issues relating to them."

– Reema Patil LLM '08

"Marissa Olesen and I worked on a trademark infringement matter for a New Hampshire business, Real Green Goods. We drafted a co-existence agreement that would have allowed both a New Hampshire business and an opposition company to simultaneously use their trademarks in harmony within the perspective boundaries set forth in the agreement. However, negotiations fell through, and we then drafted a "Petition to Cancel," requesting the United States Patent and Trademark Office review the validity of the opposing company's trademark registration. After the document was presented to the opposition, negotiations resumed again, much to our client's satisfaction," says Roehl. "During the clinic I was able to conduct trademark searches and draft a copyright license as well. "

"Being a student intern in the clinic has afforded me the hands-on experience that is invaluable in the actual practice of law," says Benavidez who worked with the Granite State Ringers and Red Brick Guides. "Professor Lembree and the clinic have challenged me as a law student, and have provided me with an opportunity to practically apply everything that I've learned in my intellectual property classes here at Pierce Law," addss Benavidez. "Although most of my time has been spent inside the clinic researching, drafting memos and writing letters, there is still a great sense of satisfaction and accomplishment knowing that you are actually helping others."

"The clinic has definitely been one of the highlights in the pursuit of my LLM degree here at Pierce Law," says Patil. "I worked mainly on a Response to Office Action for one of the clients. We had a chance to speak to the examining attorney at the United States Patent and Trademark Office with regard to the Office Action and successfully filed our Response in November," explains Patil. "During the semester, I also had the opportunity to work on a co-existence agreement and the filing of a trademark application. We also interviewed a client, Vicky Kavanaugh, who needed legal advice with regard to her work of art and also her mark 'innerjazz' that she was using on her creations."

"As an international student in the clinic, under the watchful guidance of Professor Lembree, I have gained great insight with regard to the practical application of United States copyright and trademark laws along with the confidence to handle issues relating to them," says Patil.

"If you want practical work experience in soft IP, the transaction clinic is a great place to start," according to Clement. "The clinic afforded me the opportunity file trademark applications, to respond to a trademark office action, file a copyright application, and formulate a theory for potential copyright infringement litigation. The clinic experience is tailored to you and gives you the opportunity to help people who otherwise would not be helped."

Intellectual Property and Transaction Clinic Clients:

Cookies Around the World®

Granite State Ringers

Lainey Hunter

Musicians for a Cause

New Hampshire Community Loan Fund Inc.

OPENVOTE®

Project Laundry List

Real Green Goods, Concord

Red Brick Guides

ROC USA, LLC

Vicky Kavanaugh, sole proprietor d/b/a innerjazz

Winnipesaukee Playhouse

Final Reflection

By Hanna Wason '10



Individual Education Program team meetings, juvenile court proceedings, treatment team meetings, client meetings, placement tours, work on systematic change … a day working on the Youth Law Project is both busy and rewarding. As a Youth Law Project intern at New Hampshire Legal Assistance, I had the opportunity to shadow attorney Leah Plunkett working on a new project that focuses on providing civil legal advocacy for children and teenagers across the state. Many of the adolescents I worked with are facing delinquency or CHINS (Child In Need of Services) petitions. They are often referred to the Youth Law Project by their public defenders or their judges.

Although the project focuses on educational, health, mental health, and other services necessary to help adolescents stay in their homes and communities and out of the juvenile justice system, my supervising attorney primarily focuses on school discipline and special education law. I had the opportunity to research students' constitutional rights in and out of school, and to learn about balancing the complexities of limiting student's rights to keep schools safe and preserving their constitutional rights.

I also discovered that the special education system is much more complex than I had ever imagined. Schools, students, and parents work together to provide an educational program for students who have special needs. Unfortunately, schools often lack the funding and resources to provide the support that some of the students require.

The Youth Law Project works with the schools to help create an effective educational program for each adolescent. The supervising project attorney reports each adolescent's educational status to the judge at any related juvenile court proceedings. There is a strong correlation between students who are unsuccessful at school and the students who are involved in the juvenile justice system. Helping these students work on their educational programs has the potential to give them the skills and the motivation to thrive at school and to successfully stay out of the juvenile justice system.

Working with a supervisor who is passionate about adolescents and working with a number of youths has taught me an essential skill — the importance of listening. Although it sounds like a basic concept, I watch adolescents interact with their parents, teachers, and counselors, often without actually listening to each other. Although I am confident that all of these adults care for the adolescents, the adults often converse about what is best for the adolescent without asking for or receiving input from the student.

My supervisor taught me the many benefits of including the adolescent as an active and critical component to the discussion. In order to be successful, a program must consider the wishes of the individual it seeks to benefit. The ability to listen is a skill that is important for every profession. Listening to a client, whether he/she is an adolescent or an adult, is essential for an effective advocate, and I plan to use the skills that I have learned this summer to advocate for adolescents in the future.

Wason plans to practice in the field of juvenile justice in New Hampshire.

The Last Roadblock

By Tyler Obenauf '09



I was saying goodbye to Henry when he asked me about the MPRE (Multistate Professional Responsibility Exam) that I was taking the next day. He wished me luck and told me that he wanted to know how I ended up doing on the exam. Henry had been in jail for two years awaiting trial on a variety of charges. Henry was facing the death penalty.

Working for the Georgia Capital Defenders, I learned the value of compassion and dedication in the law. My clients were incarcerated awaiting trial and had contact visits with their family through glass windows. The interaction they had with me, an intern, was some of their most valued time. Sometimes we talked about upcoming trial dates or deadlines and how that impacted their case. Other times, another one of my clients, Jonathan, and I talked about birthdays and he told me how he celebrates in jail.

People referred to my clients as murderers; people deserving of the death penalty. What the citizens of Georgia fail to comprehend is that they are still people. The Georgia Capital Defenders was, and still is, in the midst of a funding crisis. For example, millions of dollars was expended on the Brian Nichols trial. Nichols was found guilty of the March 2005 killing spree at the Fulton County Courthouse in Atlanta.

The Georgia Capital Defenders represents every defendant who faces the death penalty in Georgia. But as the number of cases increases, their funding stays the same. Days before my fellowship was over, Georgia Governor Sonny Perdue instituted a budget freeze on the office, severely hindering any ability the office had in defending clients.

This was not the first time the State of Georgia had played a game of "cat-and-mouse" with indigent death penalty defense. Last December, I received a call from the office informing me of a budget problem and they mentioned the possibility that they would have to furlough all of the attorneys for the month of June to save money. This would have impacted me because I would not have been allowed to work. Only after the state received much vituperation from judges across Georgia did the legislature relent and authorize more money for defense. A month after I began working, the state legislature completely defunded the Metro Conflict Public Defender's Office, which allows co-defendants in crimes access to dedicated lawyers because professional responsibility rules do not endorse joint representation.

The attorneys and support staff working for the Georgia Capital Defenders are extremely dedicated to their work. On the first day, we were told that the goal was not to acquit their clients, but to save their lives. The men and women of the Georgia Capital Defenders try everyday to save their clients' lives — a job that is becoming increasingly difficult due to partisan support to defund the organization by the state legislature. The State of Georgia is trying to remove the last roadblock to execution: a dedicated and qualified lawyer.

Jonathan's trial began September 29, 2008. He was tried in a county that has handed down the most death penalty sentences in the state, by a prosecutor that was 15 for 15 in death penalty cases. Jonathan was found guilty, but the jury did not impose the death penalty.

Obenauf is from Fairport, NY. He plans to work in criminal defense following graduation.

BY DANIEL J. MURPHY

"As you bake, so you eat," goes an old maxim. If you are one of Spelt Right's customers, you eat well, enjoying artisan baked products made from a grain called spelt. Spelt Right is the creation of Beth George JD '92, a lawyer at Wright and Associates in Portland, ME, who maintains a practice in product liability. She recently sat down with the *Maine Bar Journal* to discuss her interests.

Beyond the Law: Beth George, Baker

Q. ***Please tell me about your company, Spelt Right.***

A. Our company, Spelt Right, is a baking company that specializes in baked goods made with organic spelt flour. I don't call it an organic baking company yet, because we're not certified organic, but 95 percent of the ingredients we use are organic. I started the company in June 2007 because I couldn't find spelt baked goods in the marketplace that were kid-friendly, and about three years ago we learned that my son, who's now ten, is wheat-sensitive. He had issues connected with wheat, which prompted me to start baking in spelt.



Q. ***For those who are unfamiliar with it, how would you describe spelt?***

Spelt is a species in the botanical genus *triticum*. It is an ancient cousin of what we know as common wheat, *triticum aestivum*. Although it is not what most people consider wheat, the Food Allergen Labeling Act of 2004 requires that spelt be labeled as a wheat product because it is in the genus *triticum*. So often on packaging for spelt products, you will see an explanation that it is a different species. Spelt has a nutty taste and is very nutritious. It dates back about five thousand years to Mesopotamia as one of the original five grains mentioned in the *Bible*. Some people find that it is easier to digest than common wheat because its gluten is water-soluble. Spelt also differs from common wheat in that it is more difficult to harvest, requiring that you thresh it, crack the outer hull, and then mill it. Common wheat requires only the two steps of threshing and milling. This, along with its scarcity and heirloom nature, accounts for the difference in expense for spelt. We just love this grain.

Q. ***Tell us about Spelt Right's current product line.***

A. Our product line started with bagels. We hope to keep expanding it. The reason why I started with bagels was that I asked my son what common wheat product he missed. He said bagels, so we started with that. And then we developed a kid friendly pizza dough and, I have to tell you, everyone just loves it, whether they love spelt or wheat. I also make a focaccia, which is a kind of soft, airy flat bread. We use that as sandwich bread for my son now. So, these are our three bread products we sell commercially. As we grow, we intend to develop other products for sale.

Q. ***Where can we find those products?***

A. In greater Portland, they are available for retail sale at Royal River Natural Foods in Freeport, Lois' Natural Marketplace in Scarborough, and at Whole Foods and Fat Baxter's in Portland. They also are available at Axis Natural Foods in Auburn from time to time. They are currently available in the fresh bread sections at these stores, but by the time this article is published, they should be available in the freezer sections as well. Bates College also has our bagels on its dining services menu, and hopefully, soon they will be offering pizza using our dough. Spelt Right products are available at cafés and restaurants in Portland, such as North Star Café, Hot SuppA!, Artemisia Cafe, West End Deli, Portland Coffee Roasters, The Pepper Club, The Good Egg, and a few other establishments. Our customer base continues to grow.

Q. ***How did you go from your home kitchen to developing a larger scale operation?***

A. I was fortunate to meet a baker named Dave Moran, who has a bake house in Portland, which is adjacent to an art space, Zero Station, which a friend of mine owns. At Zero Station, friends and I created a public forum space, known as Citizen Salon, where we have held educational, informational and political events for several years. The owner of the gallery knows the owner of the bake house, and an introduction was made.

Q. ***What type of feedback have you received from customers?***

A. I think we have a fan club! People are very happy with the product. They're happy to have an alternative, and even wheat eaters like the baked goods. I have an email list going, so I have correspondence going on with individual customers. We keep getting repeat orders, so I think that's a good sign. Almost everyone who has had one of our bagels says it is lighter than a regular bagel, or that it doesn't have a heavy "sit-in-your-stomach" feel. Some have even commented that it is the best bagel they have ever had. The pizza dough has a following, which has led to some recipe sharing. For now, I send the notices and comments through my Spelt Right email list. Soon we will have an active blog on our website, www.speltrightbaking.com, where we can share recipes and inform people of events.

Q. ***What is it about baking that gives you joy?***

A. It must be the Mediterranean in me that loves feeding people. Anybody who comes to my house knows that there is always food there. Also, I get such a different response from people when I say I'm a lawyer and a baker. I usually start with, 'Well, in one life, I'm a lawyer, and in another, I'm a baker.' People are very interested in these two contrasts. Once I share Spelt Right samples, it feels like I've made a lifelong friend.

Q. ***Has your family been involved in the business as well?***

A. Yes, very much so. This is a family endeavor. It started because my son Spencer has food sensitivities. A lot of food sensitivities, not just wheat. We've found that artificial colors, artificial flavors, high-fructose corn syrup-the kind of things that sneak their way into foods that are marketed to kids—all impact him adversely. And when he was much younger he was really exhibiting a lot of issues, both behaviorally and with his digestive and immune systems. I wanted to know what was causing the problems, and it took us years, but finally we were able to pinpoint certain foods and food additives. All of the kids are involved now. We have two daughters, Emma, fifteen; and Olivia, five. We have named bagels after all the kids. There's the Everything Emma, which has sesame, poppy, garlic, onion, and salt on top of it. It's pretty spicy. There's the Outrageous Olivia, which is pretty sugary and sweet. And then there's the Simply Spencer, which is our classic, plain bagel. Olivia also drew Spelt Right's logo. As with most everything else with this company, it happened kind of organically. We were at my mother's house baking and I was afraid to let her near the dough. I gave her a piece of paper and a pencil and said, "Why don't you just draw me a picture." She ended up drawing this incredible picture that can be interpreted several ways, but it looks like a bagel board loaded with bagels with a heart handle. So a close friend of mine took that drawing and stylized it and it became our logo. And I cannot leave out my husband, Tim Kane, who is a VP at MECA [Maine College of Art], who does all the bookkeeping, some of the delivering, works on the website, and has offered incredible moral support. My mother, Helen, as well, who is eighty-two, has offered great moral support. She constantly reminds me, 'You can do this!' and shares stories of dedication and perseverance of her fifty plus years in business with my father. Also on days when I am baking, she shows up at 7:00 a.m. to put the kids on the bus. Everybody's helping; it's a family effort.



Q. ***You mentioned your two separate worlds of baking and practicing law. Has there been any intersection of these two worlds?***

A. Absolutely. My son's health issues prompted me to explore nutrition as an avenue for helping kids. For the ten years prior to working with Steve Wright at Wright & Associates, I represented kids in crisis, both in the juvenile defense system and serving as a *guardian ad litem*. I felt my personal and professional worlds colliding as I was trying to sort out the issues with my son and work with my juvenile clients. I am really bothered that so many diagnoses are being placed on kids and that so many drugs are being prescribed. After my own personal experience with my son and witnessing some of my young clients being prescribed with up to eight different drugs, I started speaking out in court, talking to policymakers and others, saying that there was something wrong with the paradigm. But somehow, I felt my voice wasn't being heard. In starting Spelt Right, I was hoping to use the company as a vehicle to get the word out-my "soapbox"-to speak on the role that nutrition and diet play in the wellbeing of children. And so that is one of the missions of Spelt Right: to get the word out that we really need to be paying attention to what our kids are eating and how they are responding to different foods. For some, wheat may be a problem; for others, it might be corn or eggs or some other food. And, I think, for everyone, high fructose corn syrup and artificial additives serve no useful purpose, and can be potentially harmful.

Of course, I am not saying that diet is the end-all, but before we're quick to diagnose children with anything, I think that we need to examine their diets. And so I'm out there telling "our story" on our packaging and website, getting articles published and written, trying to talk to different groups, trying to get the word out. This is one of our missions, and I hope we are going to make an impact.

Q. ***What is the best advice you've ever received?***

A. Bob Carter, who's one of the founders of Fresh Samantha, and his wife, Julie, are close friends of our family. At dinner together, one night, I asked, 'How did you start Fresh Samantha?' I was looking for them to give me clear answers, and say first A, then B, then C, then D. Bob looked at me and said, "Beth, you just do it." I asked, 'That's it?' and he said, 'Yes.' And he is right. If you try to plan every step along the way, there is no way you will be able to get it done, because it's overwhelming. So along the way I've taken baby steps. First with the licensing, and the corporation, then finding the space, and then just marketing, going out to many places I eat and shop and saying, 'Hey, have any interest in trying my bagel? Let me tell you my story.' And one other person who ties for giving the best advice is my Dad. He's no longer around, he died in 2002. He did not know I was going to do this, but I remember in high school I was a pretty intense kid wanting to do well at everything. He looked at me and said, "The best thing that could happen to you is if you fail at something, because you'll get up and realize that you survived and you will go on." And so it was my Dad who took that whole fear of failure out of me. Just keep your eye on the prize and just go for it. That's it."

Reprinted with permission from the Maine Bar Journal. *This article appeared in the journal in Spring 2008. Author Daniel J. Murphy is a member of Bernstein Shur's Litigation Practice Group, where his practice concentrates on business litigation. Since publication of this article, Spelt Right Baking has moved into its own 1500 square foot facility in the historic Sparhawk Mill in Yarmouth, ME, powered by the beautiful Royal River. Spelt Right was recently featured in the "Best of Maine 2009" edition of* Down East Magazine *and awarded "Best Home Cooking." In addition to being offered in health food stores and cafes throughout Maine, Spelt Right products are now being offered by a Maine public school district, several colleges, and a private hospital. Spelt Right has also been accepted into distribution by natural food distributors in New England and New York. "We hope our products will be carried in health food stores throughout New England by March 2009," says George. "In addition to producing all natural and organic spelt baked goods, one of our missions is to offer educational outreach about the connection between diet and behavior." For more information, visit www.speltrightbaking.com or contact George at info@speltrightbaking.com.*

FACTS ABOUT SPELT

WHAT IS SPELT? Spelt is an ancient cousin of common wheat. It's been around since 7,000 B.C. Germans call it "dinkel." Italians know it as "faro." Spelt contains eight essential amino acids and is high in fiber. St. Hildegard von Bingen is said in medieval European manuscripts to have used spelt as a healing food. Spelt is from the same genus as common wheat and contains gluten, so it is not recommended for celiac sprue disease sufferers. *Source: Wheat Foods Council.*

By Sharon Callahan

International Intellectual Property Consultant

Robert H. Meyer LLM '03



With graduate degrees in business administration, technology commercialization, real property law and intellectual property law, Robert H. Meyer LLM '03 is well qualified to offer his clients broad expertise in technology transfer and commercialization. He travels the world to consult with inventors, entrepreneurs, universities and governments.

Meyer serves as a consultant to the University of Alicante in Spain, and to a number of Portuguese research institutions including the Universities of Porto, Evora, Minho, and, Instituto Superior Técnico, the leading engineering research institution in Portugal. His client base also extends to Bulgaria, Canada, India and Finland, "thanks, in large part, to the time I spent at Pierce Law," says Meyer. "Thanks to the time spent at Pierce Law the professional network I rely on to collaborate about specific issues that I am facing is global," explains Meyer.

In 2002, facing a crossroad in his career, Meyer decided to attend Pierce Law. "The Master of Laws in Intellectual Property was a perfect choice," says Meyer. "Pierce Law offered me multiple benefits: high value in one of the best intellectual property (IP) programs in the country, interaction with an internationally populated class of 50 foreign students, a superb library, a faculty of international experts, and, the IPSI program as a capstone where literally dozens of course offerings provided intense training in narrow areas of specialization."

Immediately following graduation in 2003, Meyer started his consulting practice. His background as a university technology licensing professional and understanding of the dynamics in the technology transfer industry helped him to position himself close to the intellectual property gatekeepers.

As an independent contractor from 2004 to 2007, Meyer served as a program director at the University of Texas IC2 Institute and as a research fellow with the University of Texas at Austin Bureau of Business Research.

"The economic development research and report writing that I accomplished there, have served me well in my consulting practice. The link between one inventor's hopes and dreams to a nation's macroeconomics are not merely philosophical."

"For example, one research project took me to Australia where a regional authority was seeking to create regional wealth through technology-based business development. And in Canada, I served as a research associate on a team studying the acceleration of technology based economic growth and entrepreneurship," explains Meyer.

"Today, my primary services involve formulating and helping to execute business development strategies along the entire value chain on either licensing or start-up company commercialization paths," says Meyer. "And in this regard, I must acknowledge Professors Karen Hersey and John Orcutt as directly instrumental in my success. They really changed my life."

"My clients appreciate the special attention I pay in explaining how IP protection can tactically contribute to a sustainable competitive advantage in the marketplace. Although my work is for the most part strategic, technology-licensing negotiation is the single most important skill I bring to my work," explains Meyer. "The make-up of

the technology transfer and commercialization industries is such that my legal training combined with my business knowledge allows me to help clients identify courses of action that have long-term implications for their financial goals."

"I have found that cutting-edge inventive scientists tend to view the entire world from the perspective of a privileged academic culture," says Meyer. "Consequently, the work of a consultant is critical in guiding new company founders to recruit and properly delegate authority to marketing, management and finance experts. A consultant has to very cautiously manage a client's expectations for angel and venture capital funding," adds Meyer. "The entrepreneur's risk of failure is massive; as a consultant, I counsel clients across the full emotional spectrum."

According to Meyer, his international practice is quite different from his United States based practice. "While the normal cultural, psychological and political nuances are critical factors," says Meyer, "international IP consulting has a unique flavor of its own; policy implementation is a crucial component."

"In Portugal, for example, at this time, the current government is dedicated to the realignment of resources toward the support of knowledge-based economic development in particular scientific disciplines. It so happens that the current Science Education and Technology Ministry is leveraging substantial political power. As a result, not only is the make-up of my preferred client selection thereby implicated, but my counsel to my Portuguese clients needs to be delivered in terms of favorable specifically-targeted governmental programs."

"In Spain, which is under economic conditions perhaps worse than the international average, the financial crisis is requiring delicate problem solving," explains Meyer. "Investors suffering a loss of confidence in the previously booming real estate market are being encouraged through certain government programs to redirect their activities toward high tech growth."

"And in Bulgaria, the former communist regime left behind legacy research capacity in government agencies and not, for the most part, in universities," says Meyer. "So, it is necessary to access and serve clients through political and sometimes diplomatic channels; the state of law enforcement is a further complication." Meyer frequently builds cross-disciplinary commercialization teams that bring not only legal expertise but also science and business skill sets to a project. Often, for many of his clients, he builds international commercialization teams both with an indigenous member who can facilitate beneficial local synergies and with American members who can facilitate access to highly desirable U.S. markets.

"Not only the program of study, but my entire educational experience at Pierce Law, is the major contributing factor to the professional success I am enjoying right now," says Meyer. "For one year, I was immersed in a superior learning environment focusing on every aspect of international IP practice in one of the most picturesque localities I had ever had the pleasure of living in. It was one of the most rewarding and satisfying years of my life. Friendships I made then are important to me socially and professionally. I cherish the memories of that year."

"Thanks to the time spent at Pierce Law, the professional network I rely on to collaborate about specific issues that I am facing is global." – Robert H. Meyer LLM '03

Meyer is admitted to practice in Texas, California, Colorado and Florida. He holds both an MBA and a JD from the University of Arkansas, Fayetteville, an LLM from the University of Miami, FL, and an MS in technology commercialization from the University of Texas. roberthmeyer@hotmail.com.

IN THE *GLOBAL* INTEREST

By Dr. Stanley P. Kowalski '05, Scholar in Residence

Students Gain Experience Working on Global IP Projects

Developing a User Friendly Online HIV-1 Vaccine Patent Database

As part of an ongoing project with the Public-sector Intellectual Property Resource for Agriculture (PIPRA), Pierce Law is contributing to the construction of a publicly available, user-friendly online HIV-1 vaccine patent database. The database will be composed of both issued patents and published applications that are pertinent to the global patent landscape for HIV vaccine-related technologies. A group of nine Pierce Law students recently participated in this effort by researching, identifying and categorizing patents relevant to HIV-adenoviral vector vaccines, a highly complex vaccine technology, with a correspondingly complex patent landscape. By providing patent information that will help minimize the risk of global intellectual property constraints, yet maximize sustainable global impact, this contribution by the students will assist scientists and policymakers to formulate informed decisions regarding the research, development, commercialization and global deployment of efficacious HIV-1 vaccines. This work was conducted as part of a clinical course offered through Pierce Law's International Technology Transfer Institute.



A group of nine Pierce Law students recently participated in an effort to research, identify and categorize patents relevant to HIV-adenoviral vector vaccines. ***Pictured l. to rt.:*** *first row: Constance Rogers '09, Bumrae Cho '09, Michelle Windom '09;* ***second row:*** *Yu Hui (Lisa) Sung '09, Cyril Chan '10, Tristan Carrier '10;* ***third row:*** *Ee Ming Yap '09, Alexandre Ferre '10 and Todd Pratt '09.*



Representatives of Pierce Law met with officials of the Unidersidad Militar Nueva Granada (UMNG) in Botoga, Colombia this fall to discuss technology transfer. ***Pictured l. to rt.:*** *Natalia Sepulveda Pence '10, Nestor G. Sepulevda, dean of engineering at UMNG, Dr. Stanley P. Kowalski JD '05 and Dr. Peter Gregory, professor (adjunct) plant breeding and genetics at Cornell University.*

Technology Transfer in Colombia

In November 2008, a team of intellectual property/international development experts traveled to Bogota, Colombia. Led by project manager Natalia Sepulveda Pence, a third-year law student, the purpose of this mission was to engage the Universidad Militar Nueva Granada (UMNG) in preliminary discussions about building human and institutional capacity and capabilities in intellectual property management, technology transfer and innovation mobilization. Dr. Stanley Kowalski JD '05 and Dr. Peter Gregory, professor (adjunct) of plant breeding and genetics at Cornell University, accompanied Pence to her native country. During their visit, the Pierce Law team delivered a series of lectures to an audience of nearly 50 faculty and deans from the UMNG as well as government officials.

A potential long-term project objective is to assist UMNG in establishing a technology transfer office that would manage intellectual property, harvest inventions and develop innovations at UMNG. The office would also foster the transfer of technology from foreign organizations and build a system for developing Colombia's vast national treasure of biodiversity and genetic resources. The office could also be tasked with fostering a knowledge-based economy in Colombia, building awareness of the role of intellectual property in national development, and establishing sustainable capacity in innovation management.

Currently a candidate for a JD/LLM, Pence holds an AS in nursing from Aquinas College and a BA in biology from Virginia Wesleyan College. She plans to use her nursing and biology background to pursue a career in intellectual property management and licensing in the public health sector.

Identifying IP Issues Related to Biofuels

Third-year student John Kenyon is currently working on an ITTI project that will identify potential intellectual property issues related to the principal biomass resources for biodiesel production. Biofuels are being developed to either augment or replace fossil fuels. A promising biofuel, biodiesel is derived from several biomass resources: rapeseed/canola, oil palm, soybean, sunflower and algae. Each has technological, environmental, and agricultural advantages and disadvantages. Intellectual property issues will also impact the utilization and development of these resources; this not only includes patents, but also genetic resources and biodiversity, plant variety protection and germplasm resources. Kenyon plans to develop this project into a manuscript, tentatively entitled "Intellectual Property and Biodiesel Biomass: A Comparison of Major Agricultural and Algacultural Resources," for submission to a professional, peer-reviewed journal.



John Kenyon '09

Kenyon, a JD/LLM candidate, earned a BA in political science and chemistry from Davidson College. Following graduation, he plans to pursue part-time study in the biotechnology program at Johns Hopkins University and a career in patent law with an emphasis on business and intellectual property development in the biotechnology sector.

Developing Effective Global Partnerships in Education and Industry



Shaswhat Purhoit '09

Third-year student Shaswhat Purhoit is currently working with Pierce Law's International Technology Transfer Institute on a study with broad, global implications, "Developing Effective University/Industry/Government partnerships in Key Economies: Engineering More Innovative Environments." Focusing on India-specific issues, this study is designed to provide an informational tool that examines, illustrates and elucidates the dynamic engagement of governments and academia in a dialogue that fosters industrial development of government-assisted academic-based innovation. This includes analysis of the possibility and potential impact of transporting a legal mechanism similar to the United States Bayh-Dole Act into India. Also under analysis is the current extent of and mechanisms in place for University/Industry/Government partnerships and technology transfer.

Purhoit recently launched an ITTI Blog which provides a forum for analyzing global and international policy developments and providing management tips in various areas of the ever-growing field of technology transfer and university intellectual property management.

An LLM candidate at Pierce Law, Purhoit holds a BA, LLB (Hons) from the National Law University, Jodhpur, India. While attending Pierce Law, he served as a judge at the Jessup Mid Atlantic Super Regional Rounds at George Washington University Law School and for the Jessup International Rounds in 2007-2008. Purhoit's key areas of interests include technology transfer, venture capital, intellectual property securitization and licensing.

State of the Art Courtroom Unveiled



Pierce Law recently unveiled its new $352,000 courtroom that features up-to-the-minute technology by Single Source Group. Its ForTheRecord™ software is found in 22,000 courts globally, including England's central criminal court, the Old Bailey, the World Court and The Hague. Pierce Law is the first school in the world to incorporate this technology into academics.

The new courtroom is located on the first floor and replaces a smaller courtroom on the third floor. The larger footprint accommodates a panel of judges at the bench, features a jury box with retractable flat screens for display of evidence, and includes a separate room for judges' chambers or jury deliberation. Not only do these elements enable students to gain practical training, but they also provide the capability for New Hampshire courts to hold sessions on site.

The system includes digital recording equipment that allows professors and students to review their performance during and after a mock trial. To accomplish this, sound and audio systems are integrated into the judge's bench, jury box, as well as to the media, defense and prosecution tables. Media streaming technology is installed to allow students to view evidence from their laptops.

Additionally, a document camera and two LCD displays were installed to allow the jury to view evidence. The entire system's functionality is controlled by a touch panel at the clerk's and judge's locations.

"We knew modernizing our courtroom would enhance the learning environment for our students and today we have a state-of-the-art facility," says Professor Margaret Sova McCabe who also serves as legal skills coordinator and moot court advisor at Pierce Law.

According to Professor Charles Temple, director of Pierce Law's Criminal Practice Clinic, "The new courtroom allows me to constructively break down a student's performance in a collaborative manner. It is also an invaluable teaching tool that allows me to prepare students in an exhaustive and comprehensive manner for the real practice of law. Finally, it is cutting-edge technology that gives our clinic students an advantage in preparing our criminal cases for trial."

The Honorable Carol Ann Conboy Receives Marilla Ricker Achievement Award

The Honorable Carol Ann Conboy, a 1978 Pierce Law graduate and member of the Board of Trustees, recently received the 2008 Marilla M. Ricker Achievement Award from the New Hampshire Women's Bar Association. Named for Marilla M. Ricker, the first woman to apply for admission to the New Hampshire bar, the award honors outstanding women lawyers in New Hampshire who have achieved professional excellence, paved the way to success for other women lawyers, advanced opportunities for women in the profession or performed exemplary public service on behalf of women.

Judge Conboy was nominated for this award for the many accomplishments of her 30-year career. After graduating from Pierce Law, she served as a federal court law clerk before joining McLane, Graf, Raulerson and Middleton as an associate, then partner, concentrating on employment law litigation. She was appointed as a Superior Court justice in 1992.

Merger Discussions Underway Between the University of New Hampshire and Franklin Pierce Law Center

Pierce Law Dean and President John D. Hutson and University of New Hampshire President Mark W. Huddleston recently announced that their institutions would both form working groups to explore the feasibility of Pierce Law merging with UNH.

"Both UNH and Pierce Law officials are excited about this opportunity and have been discussing the idea for several months," says Huddleston. "Although there is a long way to go before a final decision is made, we have established a working group to examine all of the benefits and risks. UNH is interested in pursuing this relationship in no small part because of potential synergies with our business and engineering programs, especially in the area of intellectual property, a major strength of Pierce Law." Huddleston adds the move would be cost-neutral to UNH.

"The University of New Hampshire is a leading, world-class university with a rich and broad curriculum, enhanced by an active and forward thinking educational community, " says Hutson. "It would provide a tremendous platform for our law school to integrate both legal education and research opportunities into many of UNH's programs. Being part of a research university of UNH's stature could enable our faculty to join a wider community of scholars and engage in significant interdisciplinary empirical research. We need to explore this opportunity fully to see if it makes sense. I look forward to working with our integration exploration team and with UNH as we consider this merger."

The UNH working group, comprised of faculty and administrators, will analyze the feasibility of merging Pierce Law with UNH, including exploring the most promising areas for programmatic collaboration and integration in both undergraduate and graduate programs. The UNH team will coordinate with the Pierce Law team. Final recommendations will go to Huddleston and the Pierce Law Board of Trustees in the early spring.



Dean John Hutson joined 15 other retired admirals and generals in the Oval Office in January as President Obama signed an Executive Order closing the Guantanamo Bay detention center. After reading the Executive Order, the President noted the presence of Dean Hutson and the other men beside him. "The individuals who are standing behind me represent flag officers who came to both Joe (Biden) and all the candidates and made a passionate plea that we restore standards of due process and core Constitutional values that have made this country great even in the midst of war, even in dealing with terrorism and made an extraordinary impression on me. They are outstanding Americans who have fought and defended this country and for them to fight on behalf of our Constitutional ideals and values, I think, is exceptional, so I wanted to make sure they were here to witness this signing of this Executive Order." *Photo by Charles Dharapak, Associated Press*

Douglas J. Wood Chairman Scholarship Recipients Announced



Douglas J. Wood JD '76 (center), chair of the Board of Trustees, attended a September reception honoring students selected to receive this year's Douglas J. Wood Chairman Scholarships. ***Pictured l. to rt.:*** *Front row: Evan Szarenski '10, Megan Yaple '09, Jill Corey '09, Austin Padgett '09, Krum Chuchev '09, Sungyong In '10 and Shang-Cheng Chiang '10. Back row: Kevin DeJong '09, Joseph Mattson '09, and Jason Dorsky '09.*

Pierce Law recently awarded the Douglas J. Wood Chairman's Scholarship for academic excellence to fourteen JD students. This is the second year awards have been made to returning students who have demonstrated academic excellence, keen writing ability, service to the law school and who had not previously received merit scholarships from Pierce Law. Wood, a 1976 graduate and current chair of the Board of Trustees, endowed the scholarship in 2006 through monies presented to him by client Phillips Beverage Company in recognition of his distinguished service.

Rising second-year students awarded the scholarship are Shang-Cheng Chiang of Jhonghe City, Taiwan; Kimberly Hoffman of Massapequa Park, NY; Sungyong In of Germantown, MD; MaryBeth Misluk of Concord, NH; Jared Stringham of Concord, NH; and Evan Szarenski of Farmington Hills, MI. Awards were renewed to third-year students who received the award last year and maintained a 3.2 average. They are: Krum Chuchev of Laconia, NH; Jill Corey of Charlton, MA; Kevin DeJong of Lebanon, NH; Jason Dorsky of Hingham, MA; Joseph Mattson of Center Harbor, NH; Austin Padgett of Milton, FL; Adam Rick of Wentworth, NH; and Megan Yaple of San Diego, CA.

Wood donated $600,000 in 2006, the largest gift ever donated by an alumnus, to endow scholarships for over-achieving second- and third-year law students.

Clinics Receive $51,000 New Hampshire Bar Foundation Grant

Pierce Law's Civil Practice Clinics recently received a $51,000 IOLTA grant from the New Hampshire Bar Foundation (NHBF). The clinics serve indigent clients who cannot otherwise afford legal representation. Funds will help support the Consumer and Commercial Law Clinic that specializes in defending foreclosures and evictions, and the Administrative Advocacy Clinic that works primarily with Unemployment Compensation Claims.

Peter Wright, director of clinics at Pierce Law, reports, "The focus of the Consumer and Commercial Law Clinic on foreclosure defense has come about in large part because of the meltdown in the subprime mortgage market and its impact on New Hampshire families. We represent individuals trying to save their homes through bankruptcy relief and court action against predatory lenders."

The Administrative Advocacy Clinic provides direct representation of indigent clients in cases where their entitlement to unemployment compensation is the issue.

"By supporting the clinics," says Wright, "the NHBF grant also helps ingrain in our students the ethic and fulfillment of pro bono service realized by helping those low income individuals who are otherwise deprived of access to our justice system. Students realize that without the Pierce Law Clinics, many families would lack effective access to the court system."



Recent graduates from the class of 2008 gathered to celebrate passing the New Hampshire bar exam. **Pictured l. to rt.:** Jamie Beals, Rebecca Barnes, Ryan Trombly, Tanner Nolin, Conrad Cascadden, Erik Moskowitz, Joseph Garrison, Anthony Galdieri and Joseph Becher.

Second-Year Student Emelia Smallidge Receives Winnie McLaughlin Scholarship

Emelia Smallidge '10 of Lyme, NH is the 2008 recipient of the Winnie McLaughlin Scholarship awarded by Pierce Law and the New Hampshire Women's Bar Association .

Named in honor of Agnes Winifred McLaughlin, the first woman admitted to practice law in New Hampshire, the scholarship was established by Pierce Law and the NHWB. It is awarded to a continuing woman student entering the second year at Pierce Law who has demonstrated academic achievement and a commitment to community service focused on advancing women in society.

Smallidge is a member of the *Pierce Law Review*, a Daniel Webster Scholar, and is active in the Women's Law Student Association. She is a 2004 graduate of the University of New Hampshire.

Pierce Law Signs Cooperative Education Agreement with Mexico



In December, Dean John D. Hutson of Pierce Law and Jorge Amigo, director general of the Instituto Mexicano de la Propiedad Industrial (IMPI) signed a "Memorandum of Understanding" to create a cooperative educational exchange program between the two organizations. In attendance at the signing of the agreement held the IMPI headquarters are ***l. to rt.****: Francis Gurry, director general of the World Intellectual Property Organization, Jorge Amigo, Dean John D. Hutson, and Alejandro Roca of the Economic Development Bureau Latin America and the Caribbean, WIPO.*

In December, Dean John D. Hutson of Pierce Law and Jorge Amigo, president of the Instituto Mexicano de la Propiedad Industrial (IMPI) signed a "Memorandum of Understanding" (MOU) to create a cooperative educational program between the two organizations. The signing ceremony was held in conjunction with IMPI's international seminar entitled "Cutting Edge Issues of Industrial Property," held in honor of the institute's 15th anniversary.

As referenced in the MOU, Pierce Law and IMPI seek to expand, improve and strengthen national intellectual property systems, with a view to provide an effective response to the challenges created by globalization, increased international trade and current trends in economic development, by establishing and creating technical cooperative links.

"We are grateful to the Mexico Alumni Chapter for proposing the collaboration between Pierce Law and IMPI," says Associate Dean Susan Richey. "We particularly wish to thank our alumnae, Gloria Isla MIP '88, a member of the Pierce Law Board of Trustees who chairs the Mexico chapter and to Irma Herrera MIP '01, head of multilateral affairs for IMPI."

During the one-day conference, Dean Hutson presented a talk on "Intellectual Property and the Academia" and Professor Karl Jorda lectured on "Patent and Trade Secret Complementariness: An Unsuspected Synergy." In addition to many intellectual property dignitaries from Mexico, conference speakers from around the world also included: Francis Gurry, director general of the World Intellectual Property Organization (WIPO); Jorge De Paula Costa Avila, president of the National Institute of Industrial Property of Brazil; Ma Fang, director general of the China Intellectual Property Training Center and representative of the State Intellectual Property Office of the People's Republic of China (SIPO); Fatima Beattie, commissioner of patents and registrar of designs of IP Australia; Gift Sibanda, director general of the Africa Regional Intellectual Property Organization (ARIPO).

Professor Woods Presents Case Study

Roberta Woods JD '08, assistant professor of research and reference and electronic resources librarian at Pierce Law, presented a case study on research toward a unified search engine at the 21st Century Information Literacy Conference of the New Hampshire Library Association held in November.

Woods and Tracy Thompson of the New England Law Library Consortium (NELLCO) joined forces to explain their work on a high-tech solution to an Information Age problem: how to sift through all of a library's digital holdings in just one search. The NELLCO committee received a two-year grant from the Institute for Museum and Library Services based on the success of a predecessor trial project at the Pierce Law library utilizing the Google Search Appliance.

"Information literacy is an important skill for lawyers to acquire in law school," says Woods. "I enjoy teaching legal research to 1Ls. It affords me an opportunity to grow as a professional, which is a unique byproduct of the relationship that a teacher builds with students over the course of a semester."

FACULTY *IN ACTION*

Around the Globe

Professor Karen Hersey was a key speaker at a conference of the Association of European Science and Technology Transfer Professionals held in Valencia, Spain. Entitled "Mobilizing Partners in Technology Transfer" the event attracted members from the 35 nations represented by the association's 500 members.

Professor Kimberly Kirkland presented a paper to legal ethicists from around the world at the Third International Legal Ethics Conference in Queensland, Australia in July. Kirkland's paper, "Designed and De Facto Implementation of Ethical Norms in Large Law Firms," tied in with the conference theme, "Integrity in Legal Practice." During the four-day conference, scholars and legal practitioners explored current questions about lawyers' ethical responsibilities. Kirkland has presented the results of her research on legal ethics at three major conferences last year.

Trustee Gordon Smith was named a distinguished visitor at the National University of Singapore Law School in Singapore. In September, Smith traveled to Moscow, Russia where he offered a course entitled "Valuation and Licensing of Intellectual Property," part of a three-day training program for valuation professionals. In October, he lectured on "Financial Issues in Intellectual Property Management" for the Executive Education Program of the World Intellectual Property Organization in Geneva, Switzerland.



Professor Kimberly Kirkland

In November, **Professor Mary Wong** was elected one of three Councilors representing the Non-Commercial Users' Constituency (NCUC) on the Generic Names Supporting Organizations Council at the Internet Corporation for Assigned Names and Numbers (ICANN) meeting in Cairo, Egypt. The Council advises the ICANN Board on all policy matters relating to generic top-level domain names (gTLDs). The NCUC, as one of the six constituencies of the GNSO, represents non-commercial users of the Internet, including schools, nonprofits and individuals.

Across the Nation

Dean John Hutson joined judges, lawyers, law professors, historians and former military lawyers at Boston College Law School's symposium, "The Pen, the Sword, and the Waterboard: Ethical Lawyering in the Global War on Terrorism," held in October. Panel members explored how, in both the domestic and international milieu, ethical judges and lawyers—inside and outside of government—ought to weigh the competing imperatives of national security, civil liberties, separation of powers, institutional morale, and human rights. Hutson's panel focused on the role of government and military lawyers, the judiciary and public policy in the global war on terrorism. Hutson also traveled to Washington to serve as a panelist at the "18th Annual Review of the Field of National Security Law—Issues for the New Administration," held in November. Sponsored by the American Bar Association Standing Committee on Law and National Security, the conference is intended to educate the public about current and potential new issues in national security. Hutson's panel addressed "Ethical Issues for National Security Lawyers" and discussed the application of the Model Rule of Professional Conduct as applied to lawyers either leaving or entering government service.



Professor Brenda Reddix-Smalls

Professor Brenda Reddix-Smalls participated in a one-day symposium, "Health of a Nation: Is Health Insurance A Right or A Privilege?" at Southern University Law Center in Baton Rouge, LA in September. The one-day symposium featured speakers from a broad spectrum of health, legal, insurance, educational and public interest groups. Reddix-Smalls participated in a debate, arguing, "Access to health insurance in 2008 is a right and not a mere privilege. Health insurance as a component of health care is a societal distributive good with civil rights implications."

In October, **Professor Albert "Buzz" Scherr** was featured in a television special entitled "How Much Has Changed Since the Last Execution in New Hampshire?" He offered expertise on two murder trials taking place in New Hampshire. One case involved John A. Brooks, accused of planning the kidnapping and murder of Jack Reid, Sr. and the other involved Michael K. Addison, accused of fatally shooting Manchester police officer Michael L. Briggs. New Hampshire has not executed anyone since 1939.

ALUMNI OFFICE NEWS

Supporting Global Alumni Networks and Alumni Relationships that Last a Lifetime

By Sharon Callahan, Director of Alumni Relations

In 2008, alumni joined classmates at receptions hosted across the United States, from Boston, MA, to Salt Lake City, UT, and around the globe, in Berlin, Germany, New Delhi, India and Mexico City, Mexico. Special thanks to: Jennifer Tegfeldt JD '85 for hosting a fall reception at Genzyme Corporation in Boston, held in conjunction with the Association for the Protection of Industrial Property (AIPPI) conference; Nathan Greene JD/MIP '05 for his assistance in planning a dinner with Professor Ellen Musinsky held in Salt Lake City; and to Martha Woods Yancey JD '03 and James (Hunter) Yancey JD '03 for helping to host a reception with Professor Albert "Buzz" Scherr in Atlanta, GA. And our thanks go to all — your attendance makes our events a success!

Pierce Law Launches Updated Alumni Online Community

Visit Pierce Law's updated online community at www.piercelaw.onlinecommunity.com and join the alumni already registered. Take advantage of this new technology to stay connected with your classmates by creating a business card or updating your profile.

Mexico Alumni Chapter Formalized

A special thank you to Trustee Gloria Isla MIP '88 and to Irma Herrera MIP '01 for hosting a reception of the Mexico Alumni Chapter in Mexico City in coordination with a conference of the Instituto Mexicano de la Propriedad Industrial (IMPI). This event was most significant because this occasion all marked the official signing of the by-laws to formalize the chapter.

If you are interested in founding a chapter in your country, please let us know.

Tour Pierce Law's New Courtroom

Enjoy all New England has to offer and plan a visit to campus in 2009. Tour the new state-of-the art courtroom featuring ForTheRecord™ software, found in 22,000 courts globally, including England's central criminal court the Old Bailey, the World Court and The Hague. Pierce Law is the first school in the world to incorporate this technology into academics.

Photo Gallery

This issue's photo gallery highlights receptions held in Mexico City, Mexico, Boston, MA, Miami, FL Washington, DC and San Diego, CA.



Pictured l.to rt.: *Jose-Juan Mendez MIP '95, Erick Castillo Orive MIP '94, Sergio Olivares MIP '93, Alejandro Luna LLM '02, Trustee Gloria Isla MIP '88, Dean John Huston, Professor Karl Jorda, Manuel Marquez MIP '91, Jesus Mejia MIP '92.*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Boston, MA Reception

1. *Trustee Young Wook Ha MIP '90/JD '92, Peter Lando JD '91, Gianna Julian-Arnold JD '92*
2. *Professor William Hennessey JD '86, Aaron Young JD '02, Mladen Vukmir MIPCT '90*
3. *The Honorable Pauline Newman and Jennifer Tegfeldt JD '85*
4. *Professor Ellen Musinky, Visiting Faculty Keith Fisher, Trustee Karin Gregory JD '88*
5. *Andrew Jagenow JD '03, Professor Kimberly Kirkland*
6. *Associate Dean Susan Richey, Richard Wilder JD '84, Larry Tronco JD '96*


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Maimi, FL Reception

1. *Professor Ronald Myrick, Douglas J. Wood JD '76, chair of the Board of Trustees, Dean John D. Hutson*
2. *Irene Fonzi, guest, Mario Golab JD/MIP '01, Kevin Price JD '01*
3. *Cristina Galavis Sucre LLM '08, Karen Incera, guest, Ricardo Alberto Antequera IPSI '96, Damaso Pardo MIP '90, Jose-Juan Mendez MIP '95*

Host an Alumni Event

Contact the Office of Alumni Relations if you would like information about hosting an alumni event in your area. Email alumni@piercelaw.edu or call (603) 513-5151.


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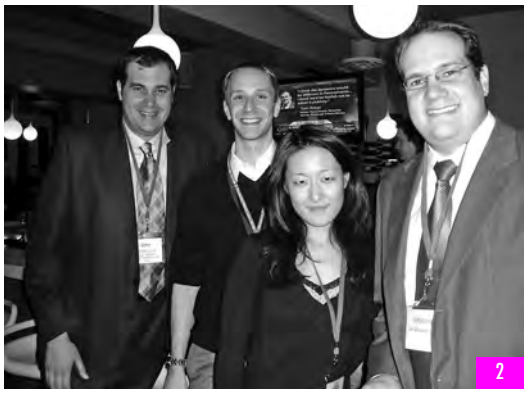
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Washington, DC Reception

1. *James Bindseil JD '97, Robert Santandrea JD/MIP '99*
2. *John Crocetti JD '07, Michael Litzau JD/MIPCT '06, Ide Kumiko JD/MIPCT '06, Anthony Del Monaco JD '06*
3. *Vinit Patel MIP '01, Andre Bahou JD/MIP '03*
4. *Jennifer Sides JD/MIP '01, Christina Williamson JD/MIP '05*
5. *Ralph Frable JD '81, Gregory Gore JD '81, Harry Andersen JD '79*
6. *Joseph Murphy JD '92, Andrew Sperling JD '92*


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San Deigo, CA Reception

1. *Director of Development Laura Chaney, Miyouki Nishamura JD '01, Robert Brodney, guest*
2. *Michael Atella JD '94, Derek Stettner JD '94, Sandip Mickey Minhas JD/MIP '97*
3. *Dianoosh Salehi JD '98, Michael Scott Boone JD '98*

Save the Date – March 21, 2009

The 17th Annual Public Interest Coalition (PIC) Auction to raise funds to provide fellowships to Pierce Law students working in public interest positions during the summer will be held on Saturday, March 21. Visit www.piercelaw.edu/auction for information on how you can be part of this fun fundraising effort.

CLASS ACTIONS

1970s

Nicholas J. Harding JD '78, of counsel at Reid and Riege, P.C., Hartford, CT, has again been ranked in Chambers USA's *America's Leading Lawyers for Business*, as an "Other Notable Practitioner" in the Environment section for Connecticut. Chambers USA ranks both firms and attorneys who are considered to be leaders in their field.

Norman J. Kennard JD '79 has been named a partner at Thomas, Long, Niesen & Kennard, Harrisburg, PA.

1980s

Qingfa Meng MIP '87 is vice president of CCPIT Patent and Trademark Law Office, Beijing, China.

1990s

Myra Broadway JD '90, Gardiner, ME, was recently appointed director of Area IV by the National Council of State Boards of Nursing (NCSBN). Former executive director of the Maine State Board of Nursing, she will now serve as a member of the NCSBN Board of Directors (BOD), convene all area meetings of the member boards within the area director's jurisdiction and serves as a resource to member boards regarding the actions of the BOD and NCSBN, among other duties. Area IV jurisdictions include: Connecticut, Delaware, the District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont and the U.S. Virgin Islands.

Jose M. Graca-Aranha MIPCT '90/LLM '04 will open the new Latin American office of the World Intellectual Property Organization in Rio de Janeiro, Brazil, in 2009.

Patricia McCabe JD '91, Van Nuys, CA, was recently honored by the General Practice, Solo and Small Firm Division of the American Bar Association. McCabe, who specializes in representing the disabled with benefit, employment and insurance issues, received the "Making a Difference Through Pro Bono Work Award." McCabe is an active volunteer with the AIDS legal service projects of the Los Angeles Bar Association, Neighborhood Legal Services in Los Angeles County, San Fernando Community Mental Health Center, and with veterans service agencies. She is also the recipient of the Manuel Wiley pro bono award given by the State Bar of California and a pro bono award from the National Organization of Social Security Claimant's Representatives.

William Glenn Jr. JD/MIPCT '92, Galveston, TX, is working in the San Antonio office of Royston Rayzor Vickery & Williams until the firm's Galveston office is restored following the devastation of Hurricane Ike.

Leigh Penfield MIP '92, Crofton, MD, is teaching at Johns Hopkins University where she serves as associate director of licensing.

James Luo IPSI '94, Beijing, China, has joined Bird & Bird as a partner where he will serve as director of Intellectual Property Group and head its intellectual property enforcement practice in Asia.

Paul Edwards JD '96 was recently named director of operations for Northwestern Mutual, Raleigh, NC. In his new position, Edwards will manage a team of associates responsible for quality control and the efficient input of new business applications while also providing support to other departments on numerous projects regarding training, compliance, finance, and more.

Robert Abrahamsen Jr. JD/MIP '97 is a shareholder at Wolf Greenfield Sacks, PC, Boston, MA, where he is a member of the Litigation and Electrical & Computer Technologies Groups. His practice focuses on the enforcement and defense of intellectual property rights.

CAUGHT ON CAMPUS



Jie Wang MIP '87 is chief of the China International Economic and Trade Arbitration Commission (CIETAC) in Beijing. She offered a presentation on international commercial arbitration in China at Pierce Law in October.



James Bindseil JD '97

James Bindseil JD '97 recently joined the Washington, DC, office of Arent Fox LLP as a partner in the Intellectual Property Group. The IP Group also includes fellow Pierce Law graduates **Cristina Carvalho MIP, '93**, **Ricardo Fischer MIP '93**, **Wan-Chang Christin Montfort MIP '99**, **Chiara Giuliani LLM '01** and **Aziz Burgy JD '03**. Bindseil's practice will focus on preparing and prosecuting U.S. and foreign patent applications, evaluating IP portfolios and performing IP due diligence, carrying out patent landscaping and strategic IP management activities, and advising clients on all IP related activities.

Todd Landis JD '97, Dallas, TX, was recently named partner at Akin Gump Strauss Hauer & Feld, LLP.

Stephanos Orestis JD '97 has joined StatoilHydro as legal counsel in its Oslo, Norway office. He will focus on ensuring the company's compliance with the Foreign Corrupt Practices Act, the OECD Convention against Bribery of Foreign Officials and foreign and domestic anti-corruption laws. In addition, he is responsible for training StatoilHydro employees worldwide in the company's anti-corruption compliance program. With 30,000 employees in 40 countries, it is the world's 9th largest oil company.

Michael Wallenius JD '97 was recently named partner at Getman, Stacey, Schulthess & Steere, PA, Bedford, NH.

April Lueders Rademacher JD '98, New York, NY, recently joined Baker & McKenzie LLP.

Tu Nguyen JD '99 joined Choate, Hall & Stewart, LLP, Boston, MA, where he will focus his practice on all aspects of U.S. and foreign patent protection, including patent protection strategy and patent portfolio development.



Christopher Voci JD '99

Christopher Voci JD '99 is an attorney with Simmons Perrine in Cedar Rapids, IA, which recently merged with Moyer & Bergman of Cedar Rapids, creating Simmons, Perrine, Moyer & Bergman PLC, the third largest law firm in the state.

2000s



Jeffrey Barclay JD '01

Jeffrey Barclay JD '01 and **Todd Garcia JD '01** were recently named as principals in the Boston, MA, office of Fish & Richardson.



Todd Garcia JD '01

Ursula Fikelepi LLM '01, Johannesburg, South Africa, has been named deputy director-general in charge of legal, governance, risk and transactions for the Department of Public Enterprises. Fikelepi began her civil service career as a director in 2005 in charge of corporate finance transactions.

Michael Goggans LLM-IPCT '01, Meridian, MS, has accepted a post as general counsel at Peavy Electronics Corporation where he will handle an IP portfolio of about 170 trademarks and 100 patents.

James Merrill JD '01, an associate at Devine Millimet, Manchester, NH, has joined the Board of Trustees of the Manchester Historic Association.

Aaron Young JD '02, Nashua, NH, recently accepted a post in the legal department at Genzyme Corporation, Cambridge, MA.

Elizabeth Hochberg JD/MIPCT '03, Washington, DC, has a new position as attorney advisor with the General Services Administration Office of the General Counsel.

Thomas Holsten JD '03, Carey, NC, recently joined Brinks, Hofer, Gilson & Lione in Morrisville.

Anne Yates JD '03 joined the Atlanta office of Adorno and Yoss.

Kelly Dunham JD/MIP '04, Portland, OR has joined the Intellectual Property Group of Schwabe, Williamson & Wyatt.



Thomas J Appledorn JD '04

Thomas J. Appledorn JD '04 was a named partner in the Intellectual Property and Technology Practice Group at Honigman Miller Schwartz and Cohn, LLP, Detroit, MI.

Christopher Kroon JD '04, Wakefield, MA, an associate at Duane Morris, Boston, MA, was recently selected as a "legal calendar guy" in Massachusetts. All proceeds from the calendar sales will benefit Greater Boston Legal Services, as well as charities designated by the attorney-models.

Ines ter Horst Gomez LLM-IPCT '05, Chicago, IL, accepted a new position as foreign rights manager with The University of Chicago Press.

Raemi A. Wood JD '05 has been named co-chair of the Arts, Entertainment & Sports Law Committee of the Intellectual Property Law Section of the Boston Bar Association. The Arts, Entertainment & Sports Law Committee addresses issues faced by lawyers who represent clients in the arts, in entertainment and in associated industries, including visual artists, writers, publishers, film and television producers, songwriters, music producers and publishers, performing artists, and those involved in other creative pursuits. Wood works in the Intellectual Property, Rights & Permissions Department at Pearson Education, Inc.



Raemi A. Wood JD '05

Elizabeth Lai Featherman JD '06 has joined the Litigation Services Department and the Intellectual Property Practice Group of the Philadelphia office of Schnader Harrison Segal & Lewis LLP.

William J. Halford JD '06, Bloomfield Hills, MI has joined Dykema as an associate in its Intellectual Property Department where he will focus his practice on all aspects of patent prosecution in electrical, computer, mechanical, and medical device arts.



William J. Halford JD '06

David Hall JD '07, Brookline, MA, completed a fellowship during the summer of 2008, arranged by the Morin Center at Boston University School of Law where he recently received an LLM in banking and financial law and the Financial Services Volunteer Corps (FSVC). Hall assisted the FSVC with its anti-money laundering projects, conducting trainings and symposia for banking and finance professionals from Moscow and Russia. His work focused on compiling case studies from multiple jurisdictions in order to identify trends in anti-money laundering enforcement and what problems or opportunities these developments might pose to Russia's own anti-money laundering efforts and financial institutions.

Michael Bartley JD/LLM '08 recently joined the Clock Tower Law Group, Maynard, MA.

Garth Coviello JD '08, Syracuse, NY, joined Marjama Muldoon Blasiak & Sullivan LLP as an associate. His practice emphasizes patent prosecution in the fields of physics, mechanical, electrical and software related arts.

David M. Roccio JD '08 has joined Lowrie, Lando & Anastasi LLP in Cambridge, MA, where he worked as a summer associate. His practice will focus on patent counseling and prosecution in various technologies including power electronics, image processing and control systems.

BIRTHS AND ADOPTIONS

Michelle P. Gallon-Wolfersberger MIPCT '98 and husband, Matthew, a baby girl, Gabriel Martin, July 31, 2008.

Nermien Al-Ali LLM '01 and husband, **Robert V. Mihail JD '05**, twins, Sarah and Hussein, July 3, 2008.

Nicklas V. Anderson JD '08, and wife, Shellie, a son, Joshua Rivers.

Zain I. Adnan MIPCT '02 and wife, Waty, a daughter, Zahra Ramadhan, September 10, 2008.

MARRIAGES

Samantha Jewett JD '04 to Brian Connelly on October 29, 2009.

IN MEMORIAM

Sara C. Howard JD '78
Alvin S. Weinstein JD '83

Do You Twitter?

Pierce Law does.
http://twitter.com/piercelaw



ANNOUNCING

The Pierce Law Campaign

to establish

The Karl Jorda Professorship in Patent Law

Reserved for a scholar of national and international acclaim, an endowed professorship is one of the highest honors Franklin Pierce Law Center can bestow on a member of its faculty. We are pleased to announce a fundraising campaign to establish **The Karl Jorda Professorship in Patent Law** to honor Professor Jorda's distinguished tenure as the David Rines Professor of Intellectual Property Law and Industrial Innovation Director, Germeshausen Center. The Karl Jorda Professorship in Patent Law will attract leaders in the field of patent law who will continue Karl's teaching and mentorship in perpetuity at Pierce Law.

Pierce Law invites individuals, corporations and foundations to invest in renowned 21st century legal education by providing financial resources to establish The Karl Jorda Professorship in Patent Law. A minimum of $500,000 in gifts will endow a salary supplement to attract and retain a professor considered *pre-eminent* in the field of patent law. The income from this permanently invested endowment will support a faculty appointment whose scholarship is on cutting-edge of legal education, practice and research—building upon Pierce Law's foundation of innovation and entrepreneurship and honoring Professor Jorda long after his retirement.

For more information, please contact:

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FRANKLIN PIERCE LAW CENTER

Laura S. Chaney
Director of Development

Franklin Pierce Law Center
Two White Street
Concord, NH 03301
(603) 513-5181
lchaney@piercelaw.edu
www.piercelaw.edu



Calendar of Events

17th Annual PIC Auction	March 21
New York City, NY Alumni Reception	April 2
Denver, CO Alumni Reception	April 23
Commencement	May 16
Seattle, WA Alumni Reception (INTA)	May 18
New Hampshire CLE Day/Open House	May 29
5th Annual LRAP Golf Tournament	June 22





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Two White Street
Concord, NH 03301
(603) 228-1541
www.piercelaw.edu

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