Association of Corporate Patent Counsel Meeting
Palm Springs, CA
January 30, 1996

FRANKLIN PIERCE LAW CENTER: THE LITTLE SCHOOL THAT COULD

Good morning everybody. Thank you very much, Slim, for the opportunity to talk about the Franklin Pierce Law Center (FP), The Little School That Could, even though it's only five minutes you could give me.

1. Following in the footsteps of Homer Blair and Bill Yates, who carried the FP banner before you in their days, I'd like to bring you up-to-date on developments at FP since my last talk to you about five years ago and convey our gratitude and appreciation to you for all the support we get from the ACPC membership.

2. As regards developments let me just touch on a few highlights.
   - — First and foremost, Bob Benson, our Bob Benson, a former President of this Association, replaced Bob Rines, the founder of FP, as Chairman of FP last November. He had been on the Board for several years and was the unanimous choice for Chairman.
   - — FP has been solidly in the top five law schools in the specialty of IP for the last four years. In fact, last Spring it was ranked No. 2, right after GW, by US News & World Report, among almost 200 American law schools.
   - — Anent the curriculum we have now a full complement of international and comparative IP courses taught by European professors and retired IP Counsel on top of the greatest array of domestic IP courses. We also have beefed up the business end of our IP curriculum and our next frontier will be to strengthen the copyright area.
   - — In addition to our unique MIP(Master of Intellectual Property) degree program, joint JD/MIP degree program, we are adding an LL.M. program this year.
   - — We have a very strong summer program which features over a dozen courses plus my Advanced Licensing Institute. Enrolled are students from many foreign countries as well as students from about 50 American law schools where they don't have IP curricula to speak of.
   - — Our law review "IDEA: The Journal of Law & Technology" is under new direction and has a new face as you could see for yourself from the pile I left yesterday on the table outside. I also left a stack of our IP Bulletin there which shows how comprehensive our IP Program is.

3. FP is what I call The Little School That Could. Why? Because it's no small feat for the
   - — smallest independent law school in the country
   - — that's only 23 years old
   - — is not located in a metropolitan area like all other law schools and
   - — has no endowment or other institutional support

to have become such a powerhouse in IP education and training.

4. Given this stature, it stands to reason — and is a fact — that we get a better and better cut

of IP students and you get a better and better caliber of IP graduates — graduates who have already passed the PTO exam and can hit the deck running and be productive from day one.

5. Before I close, I want to publicly thank you as profusely as I can for all the support you have given us over the years, in particular, for:

— taking in our student interns,
— providing summer jobs for our students,
— hiring graduates into your departments,
— serving on our IP Advisory Council,
— attending our conferences,
— giving guest lectures in our courses,
— visiting as VIP's-in-Residence, etc. (This last one is a new project where judges, IP counsel, business people come in for three days or a week to give a lecture or two, judge moot court exercises, talk to faculty and students, review and advise on our curriculum, etc.)

6. We really do appreciate this assistance and cooperation and trust you'll be able to continue and increase your support and if you have a few dollars to spare we can put them to good use. You would be making a contribution to a very good cause. This way, you help us help you.

7. One final quick point. We'll need to make faculty additions or replacements in the near-to-medium term, both as far as adjunct and full-time professors are concerned and those of you who have a penchant for teaching and would like to see more of or move to God's country, might store that in the back of your minds and in this connection keep in mind the biblical exhortation that "you have acquired knowledge for naught if you don't pass it on". What better way is there to pass it on?

Thank you very, very much.

Karl F. Jorda
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