



IN THIS ISSUE

Page 1

- *Negotiating by Email – Watch What You Say...or Don't Say* by Eileen DeVries
- *Patent Statistics*

Page 2

- *How Do I Trademark My CBD Product?* by Lindsey Leibowitz

Page 3

- *Negotiating by Email – Continued*
- *Patent Statistics*

Page 4

- *Negotiating by Email – Continued*
- *Trademark Statistics*

Page 6, 7

- *Patent Corner*

Page 8

- **NO ANIMALS WERE HARMED®** by Grace Luppino
- *Trademark Corner*

Page 9, 11

- *Trademark Corner*

Page 13, 14

- *Too Legal, Didn't Read? Getting Quick, Clear Feedback from Inventors on Patent Drafts?* by Liz Nevis

Page 15 – 19

- *Meet the Firm's Partners and Paralegals*

Page 20 NLS Advantage



Negotiating by Email?

Watch What You Say...or Don't Say,
An Automatic Signature Block Can Bind You As Effectively As Your Handwritten Signature.

by **Eileen DeVries** Trademark Department,
Nolte Lackenbach Siegel

If you've ever congratulated yourself on being born in an era in which we conduct business by email – instead of wasting time writing letters, making phone calls, or traveling – beware. The block signature that appears at the end of your emails – your casual “Regards, Sue” – or even the “from” line in the email – may commit you or your company even if you had no intention of “signing on the dotted line.” You may be entering into major contracts without ever intending to be bound. On the other hand, when you think you've concluded an agreement, you may find that your emails let you down.

Business people need to think harder about what is said in emails and pay attention to what signatures, whether automatic or personally typed, can mean. Although not all federal and state courts agree on the legal significance of emails and email signatures, it's best to play it safe when negotiating electronically. Here are some pointers on how to avoid legal disasters in negotiating agreements.

Sign on the Dotted Line...or Let Your Email Program Insert Your Signature Automatically.

An automatic signature block can bind you as effectively as your handwritten signature.

Although we probably prefer this...

to this...

John Hancock

President

Second Continental Congress

Independence Hall

520 Chestnut St.

Philadelphia, PA, U.S.A.

"I glory in publicly avowing my eternal enmity to tyranny."

...block signatures are universal – and can have the same effect as a handwritten signature. Several federal and state cases hold that an electronic signature in an email could constitute a written contract under the federal E-SIGN Law and the various state versions of the Uniform Electronic Transactions Act.

Stop Misinterpretation Before it Starts.

State in your emails that you'll be bound by a final, written contract only – not by the thoughts and reactions you express in the email.

In a New York case, for example, an adjuster for the defendants' insurer probably wished that she had made such a statement. Instead, the adjuster sent an email message proposing a tentative agreement agreeing to a settlement, which the other party then moved to enforce. The defendant argued that there was no settlement, but the court held that the email was a binding written settlement agreement. First, the email stated the agreement's material terms, contained an expression of mutual assent, and was not conditioned on an actual settlement document to be executed later. Second, the adjuster had apparent authority to settle the case. And third, the email message was capable of enforcement, because the adjuster signed it.

Continued on page 3

Featured Patents & Trademarks

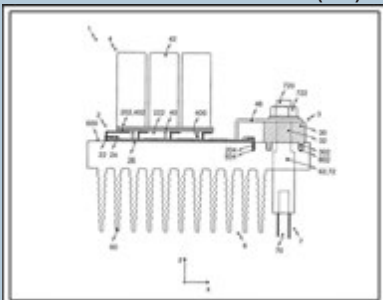
recently issued to
NLS clients

METHOD FOR PRODUCING A POWER ELECTRONICS SYSTEM

Patent No.:

10,893,602

Assignee: Semikron Elektronik GmbH & Co. KG (DE)



Continued on page 6

HOW DO I TRADEMARK MY CBD PRODUCT?

What does this mean for a brand owner who's products include CBD?

Can I register a trademark to protect my brand?

by **Lindsey Leibowitz** Trademark Department,
Nolte Lackenbach Siegel

At this point, it is likely that we have all encountered a product containing cannabidiol, more commonly referred to as CBD. The 2018 Farm Bill legalized the regulated production of hemp which, in turn, removed hemp from the definition of marijuana. Hemp is now defined as cannabis plants and derivatives thereof, such as CBD, that contain "no more than 0.3% THC on a dry-weight basis," and is no longer considered a controlled substance under the Controlled Substance Act.

If CBD is illegal at the Federal level, how do I protect my brand?

What does this mean for a brand owner who's products include CBD? Can I register a trademark to protect my brand? Originally, the USPTO would simply deny or delay the examination of any application which included goods or services containing cannabis. However, in 2019, the USPTO issued an Examination Guide for the examination of federal trademark applications covering cannabis and cannabis-derived goods and services. This Examination Guide revised this longstanding policy by recognizing that marks used on hemp products (which may include CBD) which are produced lawfully are not illegal under the Controlled Substances Act and should be registerable. As such, business owners recognized that there is value to their CBD brand and they should take all necessary steps to protect the goodwill associated with their brand.

This opened up the floodgates to hundreds, if not thousands, of

applications being filed for CBD products. Are all of these products capable of being registered with the USPTO? No. The FDA still has the authority to regulate certain types of cannabis, and the FDA has determined that the sale of foods, beverages, dietary supplements or pet treats containing CBD are illegal under the Federal Food, Drug and Cosmetic Act. Accordingly, you may not

obtain a trademark registration for any of these goods if they contain hemp-derived CBD until the FDA's position changes.

How do I protect my CBD products which are capable of registration?

"...if you sell vitamins that contain CBD, you may also want to manufacture and sell vitamins that do not contain CBD under the same brand name and these will be capable of registration."
-Leibowitz

As with any other trademark, you will want to begin with a search to make sure no one else is already using the same or a similar trademark for identical or related goods. This will avoid any potential infringement claims which may surface after you have spent time and money promoting your brand.

Once it is determined that the mark appears to be available, you will need to submit an application with the USPTO. As stated above, not all CBD is legal. You will need to state in the application that the goods are derived from hemp with

a delta-9 tetrahydrocannabinol concentration of not more than 0.3% on a dry-weight basis. If you do not make this statement, the USPTO Examiner will

request more information concerning whether your products comply with federal law. The Examiner may also seek more information concerning where the hemp is being grown to determine that it complies with the Controlled Substances Act. The Applicant should have all of this information readily available.

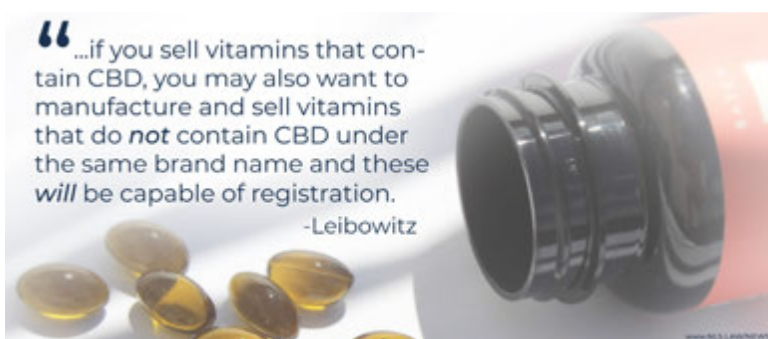
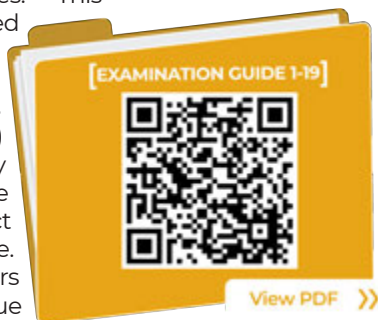
What if my CBD products which are not capable of registration?

Another question is how do I protect my CBD products which are not capable of registration? Since you can legally sell many products which are not capable of registration, you are still building value in your brand and still want to protect your brand from consumer confusion. While you may not be able to obtain a US trademark registration for many goods which contain CBD, there are ways to protect your brand in other ways.

For example, if you primarily sell goods that are not capable of registration, you can also create a product that is capable of registration using the same brand name, whether it be cosmetics or clothing which

would help prevent someone from using a confusingly-similar name. In addition, if you sell vitamins that contain CBD, you may also want to manufacture and sell vitamins that do not contain CBD under the same brand name and these will be capable of registration. Another option is to file a trademark application in the state where you are doing business if the state allows the goods in question to register. This will afford you a limited amount of protection until the federal laws begin to change.

As a business owner, it is important to know what the laws are and how they affect your business. It is clear that as CBD continues to become more available and accepted, the laws will begin to ease and change at a federal level. Business owners must continue to monitor how these laws change to ensure that their brands are protected at all times.





Continued from page 1

FALL - NEWSLETTER 2022



Thus, the Court said that the circumstances showed the adjuster's intent that her name be treated as a signature – and, as a consequence, that the email was to be treated as the execution of a formal settlement agreement.

If You Typed it, You Agreed to it.

Don't assume that an email alone can't be treated as an enforceable contract.

A song lyrics writer in a copyright infringement case in Florida may not have thought that his email would be viewed as an agreement, for example. The writer argued that he hadn't assigned the copyright in lyrics for a commercial adapted from the song "Wavin' Flag" to Coca Cola. But the court pointed to an email, in which the writer had said, "For the adaptation, you may consider it a work for hire with no economic compensation to that respect." The Court said that the law was clear that signed emails can form a contract and that a Florida statute specifically stated that electronic signatures had the same force as written signatures.

Spell it Out.

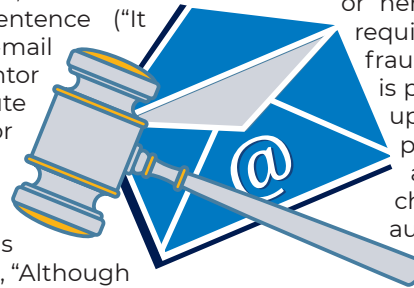
But if you do intend your email to be a signed agreement, make that fact clear in the email itself.

For example, a couple who sued an architectural firm for breach of contract found that their emails showed there was in fact no contract. The couple was bound by statements in emails to the firm. One email stated, "[I] would like to start working with" the firm but have "no time to get into" contract terms at the time "so I would like to target completing a more comprehensive understanding in writing before we get to contract documents stage if ok with you." And a later email said, "I don't have the time or inclination or see the need to get into doing a contract until we are further along. . . . Also by waiting on paperwork we will have some mileage under our belts in terms of a relationship and will have

a sense of how specifically we need to document this and that." It's not surprising that the Court found that the emails did not form an enforceable agreement.

"The Court said that the law was clear that signed emails can form a contract..."

Usually, though, the party who didn't clarify an intention to create a contract benefits from the omission. In a patent infringement case, the Court found that a sentence ("It looks ok") in an e-mail from a co-inventor did not constitute a signature for the purpose of assigning the patent. Referring to Illinois law, the Court said, "Although the statute does not define what constitutes an electronic signature, Watters' statement that 'It looks ok' does not indicate his intent to adopt the assignment and thus does not serve as an electronic signature." Accordingly, the Court found that the co-inventor did not assign his rights through e-mail exchanges with the law firm filing the patent application.



The judge in a Texas patent lawsuit also found that an email exchange didn't dispense with the need for the parties' signatures. Counsel for one of the parties wrote in one of the pertinent emails, "I am not guaranteeing or representing that [the clients] will sign today—or ever. I think they are signing today."

"These e-mails are insufficient to create a binding settlement agreement," the judge wrote.

"For example, a couple who sued an architectural firm for breach of contract found that their emails showed there was in fact no contract."

What Does Your Signature Mean?

And if you do intend to make a

binding agreement, state explicitly that your electronic signature is intended to authenticate what you've written in the email.

It's important to make it clear in the substance of the email that you intend your email signature to authenticate what you've written. As a California court found, "Even if a printed name can satisfy the signature requirements ... a printed name is not a signature under contract law simply because the person deliberately printed his or her name. '[I]t is a universal requirement that the statute of frauds is not satisfied unless it is proved that the name relied upon as a signature was placed on the document or adopted by the party to be charged with the intention of authenticating the writing.' ... The evidence must also demonstrate that the person printing his or her name intended to execute the document." The court found no evidence that the defendant "intended to execute a settlement agreement by electronic means when he printed his name at the end of his e-mail."

Can "Sent From My Mobile Device" Be a Valid Signature?

Not exactly. But an email with the sign-off "Sent from my mobile device" can be construed as integrated with another email that does have a valid signature.

Continued on page 5

U.S. Patent and Trademark Office Statistics

The percentage of trademark applications processed electronically was 88.7%. Of the 50 states, California residents filed the most trademarks applications (107,120) in 2020. Of all foreign countries, residents of China (mainland) filed the most trademark applications (102,593), which is a 34.4% increase over fiscal year 2019.

US and PCT Patent Statistics Increased Filings

Continued on page 4



Continued from page 3

FALL - NEWSLETTER 2022

That's what the Supreme Court of Mississippi recently decided in a case in which a transportation company was negotiating to buy heavy haul equipment. In a series of email exchanges, the prospective buyer submitted an offer of \$1.25 million by email, and later that day, the seller replied, in an email with his name and contact information, that he needed to discuss the offer and would get back with an answer. Shortly thereafter, the seller sent another email, stating, "Ok. Let's do it"—but without his name and contact information—just the tag "Sent from my iPhone." When the seller received a higher bid the next day, he emailed the prospective buyer that "a contract has already been entered into for the sale of [the equipment]."

When the prospective buyer sued for performance, the trial court and the Mississippi Court of Appeals agreed that there was no contract because "Sent from my iPhone" was not a valid signature. But under Mississippi law, several writings (including emails) can be integrated and construed together as a whole to satisfy the signature requirement of the statute of frauds. The higher court thus remanded the case to the trial court for a determination of the seller's intent in sending the "unsigned" message, "Ok. Let's do it."

(Also among the issues to be determined were whether by "Ok. Let's do it," the seller actually meant only, "Let's get a deal done" and whether the statement, "I need to get my people in touch with your people" meant that further action was required.)

How About a Name and Email Address in the "From" Field?

It depends. The Mississippi court said, "No," but a Texas court decided differently.

In the Texas case, the parties agreed on terms for the repayment of a \$400,000 loan. When asked in an email to confirm the terms, the debtor responded by email, "We are in agreement"—but his name doesn't appear in the body of the email. The Texas court found that the name (or

email address) in the "from" field constitutes a signature for purposes of the Statute of Frauds: "The 'from' field functions to identify the sender of the email and authenticate the email as his act."

The court explained,

[A]s the term "signed" is used in the Uniform Commercial Code, a complete signature is not necessary. The symbol may be printed, stamped or written; it may be by initials or by thumbprint. It may be on any part of the document and in appropriate cases may be found in a billhead or letterhead. No catalog of possible situations can be complete, and the court must use common sense and commercial experience in passing upon these matters. The question always is whether the symbol was executed or adopted by the party with present intention to adopt or accept the writing.

"Usually... the party who didn't clarify an intention to create a contract benefits from the omission."

A Few More Things.

As a precautionary measure, when drafting any written agreements, make crystal clear how the parties will handle email communication.

Remember—what you say in an email can be taken out of the context of any previous—or subsequent—conversations. The email should stand on its own to express your meaning, no more and no less.

If you do realize that you've inadvertently made a statement that could be misconstrued after you've hit "Send"—immediately correct the communication before any action can be taken based on the erroneous email.

And to avoid email—or any other—miscommunication and resulting legal

problems, consult with counsel before and during contract negotiations.

Seek Counsel.

And to avoid email—or any other—miscommunication and resulting legal problems, consult with counsel before and during contract negotiations.

Continued from page 3

U.S. Patent and Trademark Office Statistics

The United States Trademark Office had 738,112 trademark applications (number of classes) filed in 2020, which represents a 9.6% increase from 2019.

In 2020, the average number of months before first examination was 3.0 months, while the average number of months to obtain a trademark was 9.5 months. The percentage of first office actions consistent with the quality standards established by the trademark office was 95.7%.

The percentage of trademark applications processed electronically was 88.7%. Of the 50 states, California residents filed the most trademarks applications (107,120) in 2020. Of all foreign countries, residents of China (mainland) filed the most trademark applications (102,593), which is a 34.4% increase over fiscal year 2019.

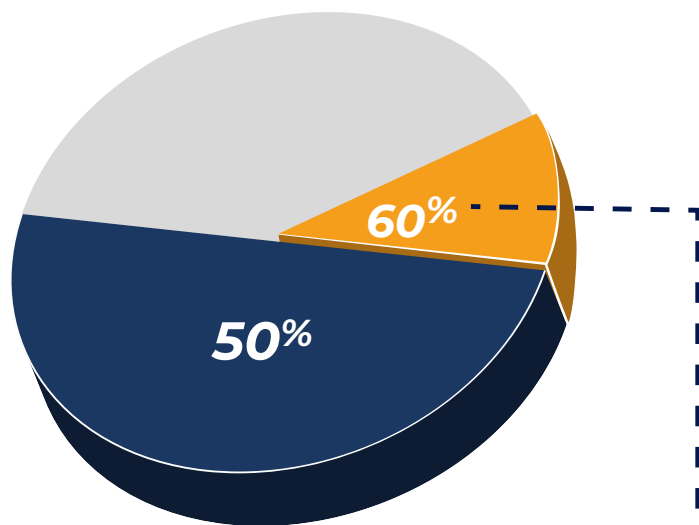
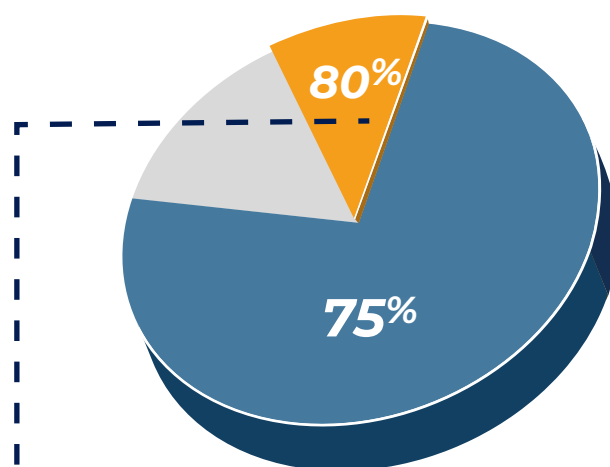
US and PCT Patent Statistics Increased Filings

For 2020, United States total patent applications are relatively unchanged from fiscal year 2019.

The preliminary total of 653,311 is down 2.0% from the 666,843 applications in 2019. Total issued utility patents for 2020 numbered 360,784, which is an increase of 1.79% from 2019.

**DECEMBER 2022***Fee Schedule Changes December 29, 2022***Fee Schedule Changes Affecting Small & Micro Entity Patent Fees****Effective December 29, 2022**

Most small and micro entity fees have decreased with the enactment of the Consolidated Appropriations Act, 2023—which included the Unleashing American Innovators Act of 2022—signed into law on 12/29/2022. The law increased small entity discounts from 50 percent to 60 percent and micro entity discounts from 75 percent to 80 percent. **The USPTO Fee Schedule** has been updated to reflect these changes. A rule notice will be published soon to update the fee amounts appearing under **Title 37 of the Code of Federal Regulations**.

**Small Entity Discounts Increase****Micro Entity Discounts Increase****NOTICE - ENTITY FILING "STATUS"**

At the time of initial filing or paying any fee for a patent application or issued patent, a determination must be made or confirmed as to whether or not the "entity" (e.g., the owner or licensee of the application or patent) qualifies as a "micro", "small" or a "large" entity. Entities not qualifying as a "small" or "micro" are by default "large" entities.

Continued on Page 2

QUESTIONS?**Please feel free to contact us.**



PATENT CORNER

Continued from page 2

SYSTEMS AND METHODS FOR CELL-CENTRIC SIMULATION AND CELL-BASED MODELS PRODUCED THEREFROM

Patent No.: 10,916,328
Assignee: CROWLEY DAVIS RESEARCH Inc (US)

SYSTEMS AND PROCESSES FOR FEEDING LONGITUDINAL WIRES OR RODS TO MESH PRODUCING MACHINES

Patent No.: 10,926,315
Assignee: Antonios Anagnostopoulos (GR)

ARC SUPPRESSION DEVICE FOR PLASMA PROCESSING EQUIPMENT

Patent No.: 11,114,279
Assignee: COMET TECHNOLOGIES USA, INC. (US)

LIGHT-EMITTING DEVICE

Patent No.: 11,114,614
Assignee: Shimadzu Corporation (JP)

TWO-COMPONENT COSMETIC

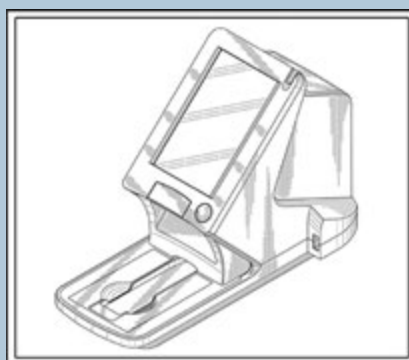
Patent No.: 11,147,750
Assignee: Shiseido Company, Ltd. (JP)

SUPERCONTINUUM MICROSCOPE FOR RESONANCE AND NON-RESONANCE ENHANCED LINEAR AND NONLINEAR IMAGES AND TIME RESOLVED MICROSCOPE FOR TISSUES AND MATERIALS

Patent No.: 10,962,751
Assignee: Robert Alfano (US)

IMMUNOCHROMATOGRAPHIC TEST DEVICE

Patent No.: **D909,589**
Assignee: Sekisui Medical Co., Ltd.



CIRCUITS AND METHODS FOR ELECTROSURGICAL UNIT SIGNAL DETECTION

Patent No.: 11,103,190
Assignee: Drägerwerk AG & Co. KGaA (DE)

WI-FI ACCESS POINT

Patent No.: D934,212
Assignee: Han Networks Co., Ltd. (CN)

SYSTEM FOR NEUTRALIZING PATHOGENS ON TACTILE SURFACES

Patent No.: 10,953,120
Assignee: Sterilumen, Inc. (US)

SYSTEMS AND METHODS FOR GENERATING ELECTRICITY VIA A PUMPED THERMAL ENERGY STORAGE SYSTEM

Patent No.: 10,883,388
Assignee: Echogen Power Systems LLC (US)

ADAPTIVE ELECTROPNEUMATIC HORN SYSTEM

Patent No.: 10,902,833
Assignee: Wolo Mfg. Corp. (US)

DISPLAY SCREEN WITH GRAPHICAL USER INTERFACE

Patent No.: D931,890
Assignee: Tyrone Caldwell, Courtney Dion Caldwell (US)

COOLING SYSTEMS

Patent No.: 10,888,020
Assignee: Hewlett Packard Enterprise Development LP (US)

ALPHA-GEL COMPOSITION, SKIN CARE COMPOSITION USING ALPHA-GEL COMPOSITION, AND ALPHA-GEL COMPOSITION FORMATION COMPOSITION

Patent No.: 10,898,426
Assignee: Shiseido Co. Ltd. (JP)

PROCESS FOR PRE-CONTACTING CATALYST COMPONENTS EX-REACTOR TO PRODUCE AMORPHOUS POLY ALPHA-OLEFINS

Patent No.: 10,995,162
Assignee: Rextac LLC (US)

HYDRAULIC PUNCHER

Patent No.: D917,254
Assignee: Ogura & Co., Ltd. (JP)

ENCODING DATA

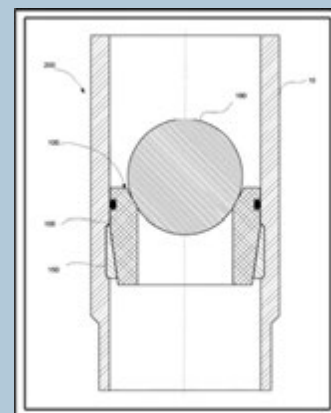
Patent No.: 10,930,314
Assignee: Michael Hugh Harrington (US)

SELF-RETRACTING KNIFE WITH A PLURALITY OF EXTENDED CUTTING POSITIONS

Patent No.: 11,117,273
Assignee: Hyde Tools, Inc. (US)

APPARATUS, SYSTEM, AND METHOD FOR ISOLATING A TUBING STRING

Patent No.: **11,021,926**
Assignee: PetroFrac Oil Tools (US)



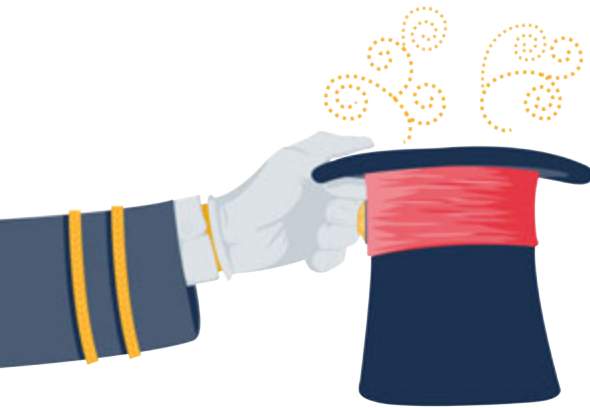
Continued on page 7



NO ANIMALS WERE HARMED®

By Grace Luppino, Trademark Department

On Wednesday, May 18, 2022, Ringling Bros. and Barnum & Bailey Circus announced that it was officially returning to the big top after a five-year absence following a steep drop in ticket sales and vocal criticism from animal rights organizations regarding allegations of animal exploitation and abuse. One big, noticeable change in their comeback is that there will be no animal acts.



Whether at a circus, zoo, aquarium, or movie theater, the American consumer is increasingly unwilling to support the mistreatment of animals for the sake of entertainment. If you've ever watched a movie where an animal was injured or appeared to be in some type of peril, the immediate reaction is to recoil, look away and hope that no animal was actually hurt in the process. In fact, if we find out otherwise, many of us will tell our friends and family not to see the movie. This means don't rent it, don't see it in the theaters, and don't pay for it. Instead, complain about it to anyone who will listen...and with social media, the word will spread quickly to other like-minded consumers.

Companies that offer entertainment-based services are aware of the purchasing public's sentiment when it comes to animal welfare and have had to adjust their busi-

ness practices accordingly to avoid bad publicity and loss of revenue. Animal-friendly practices, however, have to be communicated to the consumer. One way of doing this for the film and television industry is to earn the privilege of using the disclaimer, "NO ANIMALS WERE HARMED," at the end of a motion picture or program.

But did you know that this phrase is actually registered with the United States Patent and Trademark Office (USPTO)?

The **NO ANIMALS WERE HARMED® (RN 2907530)** mark is owned by the American Humane Association and has been registered with the USPTO since December 7, 2004. It has been in actual use since 1989.

In the trademark world, we call this a certification mark. According to the USPTO website, a certification mark is "a type of trademark that is used to show consumers that particular goods and/or services, or their providers, have met certain standards."

A familiar certification mark is **ENERGY STAR® (RN 1999485)**, which you may have seen on your refrigerator or dishwasher. This mark is owned by the Environmental Protection Agency and used by manufacturers of appliances who have met EPA standards to promote energy efficient products. Another example is the mark **USDA ORGANIC® (RN 6452285)** owned by the United States Department of Agriculture which you may have noticed on that box of blueberries you brought back home from the grocery store. It is used to certify that a product bearing this mark "is a raw, fresh product, or processed product that contains organic agricultural ingredients..."

A certification mark is different than a trademark. The owner of a trademark uses the mark to identify the source of its particular goods or services. For example, the **PETCO®** trademark is used by Petco Animal Supplies Stores, Inc. to

identify the source of its retail pet store services; the **HILL'S SCIENCE DIET®** mark is used by Hill's Pet Nutrition, Inc.'s to identify the source of its pet food. The owner of a certification mark, however, does not use the mark itself, but permits others to use it once they have conformed to the standards established by the owner.

The American Humane Association is not in the movie or TV business. Instead, it allows others to use the **NO ANIMALS WERE HARMED®** mark once they have met the Association's requirements regarding the treatment of animals during "motion picture, film, television, and live show production..." The mark reassures consumers that the safety and welfare of animal actors used in the production of these entertainment services actually met the rigorous standard established by the American Humane Association.

We wish Ringling Bros. and Barnum & Bailey Circus the best of luck and applaud them for removing animal acts so it can now truly be the **GREATEST SHOW ON EARTH®!**

If Cirque Du Soleil can do it without animals, so can they!

You can learn more about the origin of the **NO ANIMALS WERE HARMED** mark and its certification requirements at

[HUMANEHOLLYWOOD.ORG](https://www.humanehollywood.org)

Call us if you're interested in protecting a trademark for a pet related product or service, or if you have questions about a potential certification mark you have in mind.





TRADEMARK CORNER

Continued from page 8



ALMOSTGOLF

Registrant: Almostgolf, LLC
(Delaware Limited Liability Company)



ARCADIA

Registrant: Arcadia Earth LLC
(Delaware Limited Liability Company)

ARGOS WITYU

Registrant: Argos Wityu Partners
S.A. (Luxembourg Société Constituée
Selon Les Lois Du Luxembourg)

ATASS

Registrant: Technoalpin Holding
S.P.A. (Italy Società Per Azioni Spa)

BA



Registrant: Pola Inc. (Jp Corporation)

BABYGRANDE

Registrant: Babygrande Global,
Inc. (New York Corporation)

BARCHEMICALS

Registrant: Marchi & Brevetti Inter-
prise S.R.L. (Italy Società a Responsabil-
ità Limitata)



BLOWN GLASS GOODS

Registrant: Poole, Robert
(Us Individual)

BODYPEACE

Registrant: Bodypeace
(Texas Corporation)

BUGOUT SOLAR LANTERN

Registrant: Avalon Group, LLC
(Tennessee Limited Liability Company)

CARD APP

Registrant: Card App (Delaware
Limited Liability Company)



CASTLELOCK

Registrant: Castlelock, Inc.
(Texas Corporation)

COCO CABANA

Registrant: Sol De Janeiro Ip, Inc.
(Delaware Corporation)

COLOMBINICASA

Registrant: Colombini S.P.A.
(San Marino Società Per Azioni Spa)

COLOR ME BELLA

Registrant: Savalia Group, LLC
(New York Limited Liability Company)

CONNECTED CAM STUDIO

Registrant: Jvckenwood Corpora-
tion (Jp Corporation)

COZUMEL DIVE SCHOOL

Registrant: Stromberg, Kenneth
Christoffer (Sweden Individual)

CRYOCOPPER

Registrant: Mitsubishi Materials
Corporation (Japan Corporation)

CUR SENS TECHNOL- OGY (and Design)

Registrant: Tdk-Micronas GmbH
(Germany GmbH)

CUZEN MATCHA

Registrant: World Matcha Inc.
(Delaware Corporation)

DAIKIN

Registrant: Daikin Industries, LTD.
(Japan Corporation)



DAIKYO

Registrant: Daikyo Seiko, LTD.
(Japan Corporation)



DAISO

Daizo Industries Co., LTD.
(Japan Corporation)

DIGESTIVE FREEDOM PLUS

Registrant: Avalon Group, LLC
(Tennessee Limited Liability Company)



DORA

Registrant: Usalliance Federal
Credit Union, Dba Usalliance
Financial (United States Federally
Chartered Credit Union)

DRACENA

Registrant: Fujitsu Limited
(Jp Corporation)



NOLTE • LACKENBACH • SIEGEL
INNOVATIONS POWER THE
INDUSTRIES THAT ARE
CHANGING THE WORLD

WWW.NLS.LAW



TRADEMARK CORNER

Continued from page 9

DRAGONS FOO

Registrant: Sega Sammy Creation Inc. (Jp Corporation)

E

Registrant: Advanced Microwave Engineering S.R.L. (Italy Limited Liability Company)



EAST COAST UNITED BRAZILIAN JIU-JITSU

(and Design)

Ecubjj LLC

(New York Limited Liability Company)

EFIL

Registrant: B'lfe Co., LTD.

(Japan Limited Company (Ltd.))

EVERLAST F.I.T.

Registrant: Everlast World's Boxing Headquarters Corporation (New York Corporation)



EXPERT.AI

Registrant: Expert.Ai S.P.A.

(Italy Joint Stock Company)

FBRELPO (and Design)

F B R - Elpo - Societa' Per Azioni (Italy Joint Stock Company)

FITGRINDS

Fit Grinds, LLC

(New York Limited Liability Company)

FLO LIVING

Flo Living LLC

(Delaware Limited Liability Company)

FROG.PRO

Registrant: Frog. Pro Di Casali Fabio, Fabio Casali, a Citizen of Italy (Italy Sole Proprietorship)

GALLIARD BRASSERIE

(Stylized)

Registrant: Duman Özel Saglik Tesisleri Ve Turizm Hizmetleri Limited Sirketi (Turkey Corporation)

GENESIS CREST

Registrant: Sega Corporation (Japan Corporation)

GENESIS LINK

Registrant: Sega Corporation (Japan Corporation)

GORDIAN

Registrant: Activation Products (Can) Inc. (Ca Corporation)

GREATEST OF ALL TIME G.O.A.T. SEASON-ING BLEND

Registrant: She Bee Stingin'

(Nevada Corporation)



HOSHINO COFFEE

H HOSHINO COFFEE

Registrant: Nippon Restaurant System Inc. (Japan Corporation)

HATTEMER ENSEIGNEMENT PRIVE DEPUIS 1885 (and Design)

Registrant: Cours Hattemer (France Société Par Actions Simplifiée Sas)

HEARLRIGHT

Registrant: Advanced Micronutrition LLC (Delaware Limited Liability Company)

HER SECRET GARDEN

Registrant: Her Secret Garden V-Steam, LLC (Texas Limited Liability Company)

HOTBALLOON

Registrant: Toray Kabushiki Kaisha (Toray Industries, Inc.) (Japan Corporation)

HUDSON

Registrant: Hudson Trading Group, LLC (New Jersey Limited Liability Company)



IONIC+

Registrant: Noble Fiber Technologies, LLC (Pennsylvania Limited Liability Company)



LFA

Registrant: Lancaster Flow Automation, LLC (Delaware Limited Liability Company)

McCANN SYSTEMS

MCCANN SYSTEMS

Registrant: Mccann Systems, L.L.C. (New Jersey Limited Liability Company)

(DESIGN ONLY)

Registrant: Harmoni Pendant (California Corporation)



Advanced Sensing & Seismic Surveying Technologies Have Revolutionize Deep-Sea Drilling



NOLTE·LACKENBACH·SIEGEL
SINCE 1923

INTELLECTUAL PROPERTY LAW

Houston | New York | Palo Alto | Austin | Boston | Atlanta



Too Legal, Didn't Read?

by Elizabeth "Liz" Nevis

When an inventor signs the declaration for their patent application, they are certifying (kind of like swearing in court, only less colorful) that they, alone or with their co-inventors, invented what the application says they did. That kind of statement is only strictly (i.e., legally) true if the inventor knows what the application says.

Which brings us to the bottom of **an uphill battle; getting inventors to review, correct, and eventually approve a draft of a patent application.** It is not because they are lazy -- a 40-hour workweek would be a vacation for many of them -- but being so busy, and constantly being told that everything is a top priority, is only part of the problem. The real "hitch in the git-along," as a CMA runner-up might say, is that the patent application is such an extreme makeover(R) of the original informal disclosure that the invention's own mother can barely recognize it.

Besides, compared to what many inventors read on a daily basis; a patent application is a huge pile of words.

So. Many. Words.

And some inventors --- including some brilliant ones -- aren't "word people." They might be picture people, number people, symbol people, physical-object people, or something else. Words -- spoken, written, or both -- are not, as it were, their first language. For them, the temptation to just hand back that big bucket of slippery, wriggly words and say "I'm sure it's fine, just file it" can be overwhelming, especially under the pressures of the modern tech workplace.

That reaction is a risky one, and here's why:

The agent or attorney drafting the application (the "patent person") did their best to understand the invention from the disclosure and the interview, but might have misunderstood something. Only the inventors, reading the application, can detect and correct that.

Part of the patent person's job is to think of different versions or uses for the invention. That way, competitors who want to copy the idea without infringing the patent will have to work harder... maybe so much harder that they themselves have to invent instead of copying. Only the inventors can judge the strength of those different versions and suggest better ones.

If there is ever a lawsuit, it will not look good if an inventor gets up on the witness stand and says "Wait, was that in the application? Really?"

The Zero Draft™

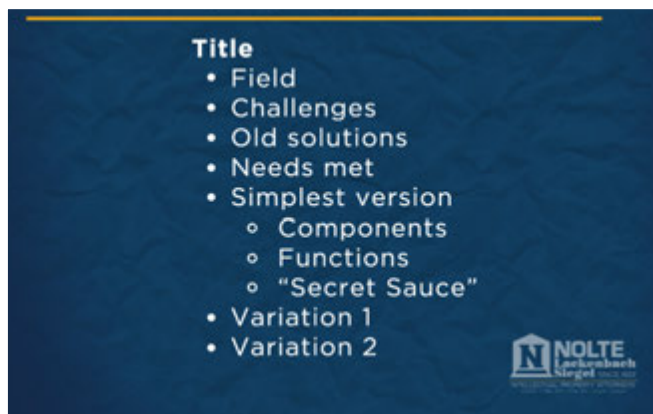
Sometimes a "Zero Draft" can help. It can help create a stronger application, and can help get it out the door sooner... which, now that the US is a "first to file" jurisdiction, is even more important than it used to be.

A Zero Draft is a draft before the first draft. It contains far fewer words than the finished application, and no legalese at all; just technical terms and plain language in bite-sized morsels. Depending on what will help the individual inventors the most, the Zero Draft can take various forms:

1. The Bullet Draft:

Instead of sentences and paragraphs, the technology and alternate versions are described in bullet lists (or, if the inventors prefer, a numbered outline).

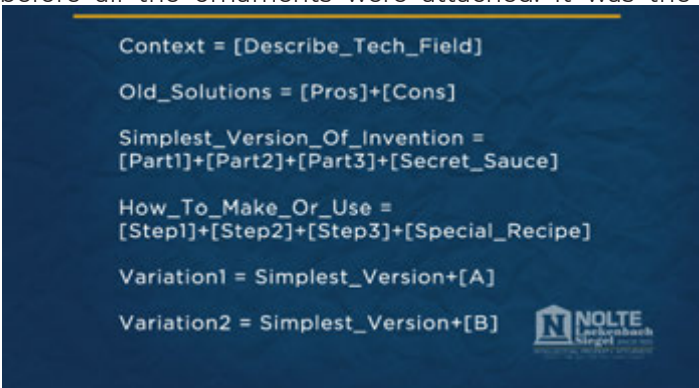
The Bullet Draft: Instead of sentences and paragraphs, the technology and alternate versions are described in bullet lists (or, if the inventors prefer, a numbered



outline).

2. The Almost-Math Draft: a series of expressions combining words and math symbols.
The Almost-Math Draft: a series of expressions combining words and math symbols.

Yes, they do... but they'll know what to expect. The Zero Draft showed them the underlying structure, so now they can confidently navigate the full application document. The Zero Draft was the Christmas tree before all the ornaments were attached. It was the



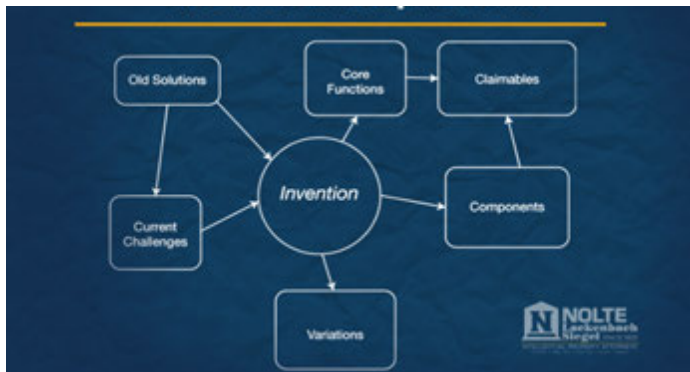
croissant dough before all the butter was layered in. It was the map that showed the road without all the buildings, fence, and trees alongside it. The inventors can get down the review road faster because they know where it's going.

Continued on Page 14

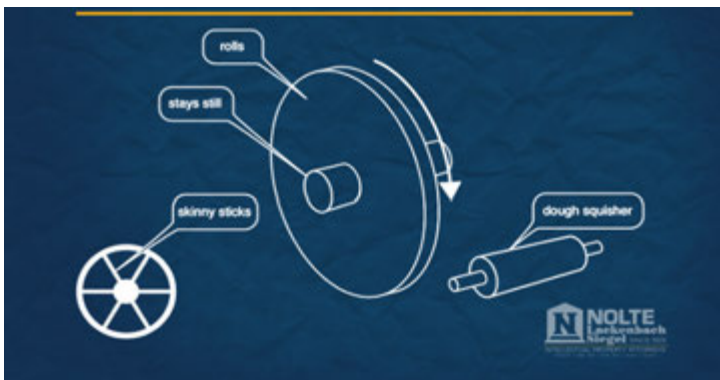


3. The Mind Map Draft:

Main ideas, offshoots and variations are plotted on a mind map or concept map that visually shows how they are interrelated.



4. The Portfolio Draft: The invention and its variation expressed in pictures, with short comments linked to all the features, with circles and arrows and maybe just one paragraph on the back of each one.



NOTE: From Arlo Guthrie's "Alice's Restaurant Massacre," Warner Bros. Records, 1967.

By now you might be wondering how the Zero Draft, an extra step (!), can possibly get the application filed sooner. After all, the inventors still have to certify the big buck-

et of words that gets filed, don't they?

Yes, they do... but they'll know what to expect. The Zero Draft showed them the underlying structure, so now they can confidently navigate the full application document. The Zero Draft was the Christmas tree before all the ornaments were attached. It was the croissant dough before all the butter was layered in. It was the map that showed the road without all the buildings, fence, and trees alongside it. The inventors can get down the review road faster because they know where it's going.

The First Draft

On the other hand, many inventors aren't allergic to words (though few love them as much as lawyers do). Even for them, though, patents are some of the world's least-readable documents. Their first-draft reviews can also be made faster and easier. Instead of subtracting most of the words, some "road signs" can be temporarily added. The first draft might be one (or more) of these:

1. The Highlight Draft: All the technical "meat" is highlighted. This is where the inventor is best equipped to catch mistakes. If neither the inventor nor the patent person has to learn the other's entire field overnight, we all celebrate an earlier filing date.

2. The Table of Contents Draft: A temporary table of contents acts as an introductory map. Temporary sub-headings serve as signposts. These extra features can be in a different font or color so the inventors know what will be deleted from the final document.

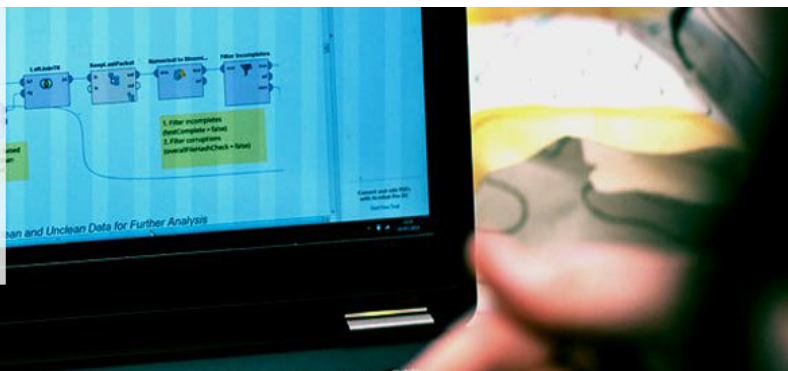
3. Two more for inventors who are comfortable reading from a screen:

a. The Hyperlink Draft: Internal hyperlinks (to other parts of the draft) provide instant, precise jumps between related parts of the description making it easy to check consistency.

b. The Tool-Tip Draft: When the draft rearranges the content from the invention disclosure, explanations ("we didn't forget X; it fits better in section Y") can be added in "alt-text" that pops up at a click or a hover, then discreetly goes back into hiding.

Some inventors --- including some brilliant ones -- aren't "word people." They might be picture people, number people, symbol people, physical-object people, or something else. Words -- spoken, written, or both -- are not, as it were, their first language.

Figure 6-11: RapidMiner Process to Filter Clean and Unclean Data for Further Analysis



In Conclusion

Patent documents are shaped by science, art, law, and business. Each of those disciplines has its own language and its own rules. Sometimes it takes flexibility to bring them all together.

Your Partners To Industry



Howard N. Aronson

HAronson@NLS.LAW

As Managing Partner of the firm for almost two decades, Mr. Aronson is responsible for significant transformations within the firm. Starting with Lackenbach Siegel over 35 years ago, in the patent department, he moved into the trademark and litigation departments as infringements and piracy of designer brands became prevalent. Mr. Aronson prides himself in being a contract author to LexisNexis, the largest publisher in the IP field, in connection with four publications, the legal columnist for The Toy Book for the last decade and being routinely ranked among the top ten trademark filers nationally.

Senior Counsel

US and International Trademark Portfolio Management and Counseling; Litigation; Licensing; Patents; Intellectual Property Counseling



N. Alexander Nolte

ANolte@NLS.LAW

N. Alexander Nolte is a founding member of the firm and focuses his practice on intellectual property matters with a special emphasis on electrical, electromechanical, and software related technologies. He is experienced in handling domestic and international patent procurement, infringement and invalidity opinions, freedom to operate studies, government contracts and rights in IP, trademark registration and enforcement, licensing, trade secret/confidential information protection, and intellectual property related client counseling.

Firm Managing Partner

Firm Management; Intellectual Property; Foreign & Domestic Patents; Government Contracts; Acquisition Diligence; IP Opinions; Post Grant Proceedings; IP Litigation



Andrew F. Young

AYoung@NLS.LAW

As the Managing Partner of the Patent Department, Mr. Young has primary responsibility for acquisition, exploitation, management and enforcement of patents internationally, as well as international and cross-border risk and strategy assessment on behalf of firm clients. His experience includes intellectual property licensing, confidentiality management, patent opinions and searching and clearance, domestic and international patent portfolio management and preservation of technology and related due diligence for a wide variety of clients.

Managing Partner Patents

Firm Management; Intellectual Property; Foreign & Domestic Patents; Government Contracts; Acquisition Global Patent and Design Rights Acquisition; Preparation; Filing and Prosecution; Acquisition; Diligence; Risk Management and Diligence Regarding IP Assets; IP Counseling; IP Commercialization; Clearance Searching; Infringement Assessments; IP Opinions; Post Grant Proceedings; IP Litigation



Renée L. Duff

RDuff@NLS.LAW

Renée is the firm's Managing Partner for the Trademark Practice and the New York office of Nolte Lackenbach Siegel. Over the course of her career, she has managed intellectual property assets from a business, law firm, and in-house perspective. This experience provides an uncommon combination of insight that makes her a valuable resource for clients on issues related to both the business and legal aspects of intellectual property. The creative and entrepreneurial spirit that is so often found within this area of law is what she thrives on.

Managing Partner Trademarks

Intellectual Property; Foreign & Domestic Trademarks; Trademark Litigation



Robert B. Golden

RGolden@NLS.LAW

Rob Golden heads the firm's Litigation Department and additionally maintains an active licensing and general counseling practice. On the litigation front, Mr. Golden handles trademark, trade dress, trade secret, patent, copyright, right of publicity, domain name and related cases, all across the country, for a diverse client base. His experience includes trying both jury and non-jury cases in Federal District Courts, arbitrations and mediations, and appeals to Federal Courts of Appeals. He also represents clients in Proceedings before the Trademark Trial and Appeal Board of the U.S. Patent and Trademark Office and in domain name disputes under the Uniform Domain Name Dispute Resolution Policy before the World Intellectual Property Law Organization.

Managing Partner IP Litigation

US and International Trademark Portfolio Management and Counseling; Licensing; Intellectual Property Counseling

Peter Hoppenfeld

PHoppenfeld@NLS.LAW



Peter Hoppenfeld is widely recognized as a “go to” attorney and advisor in the representation of direct and digital marketers, speakers, authors, information marketers, “thought leaders,” entrepreneurs and domestic and international training companies and their founders in all aspects of their legal and business affairs. Peter is a seasoned transactional, commercial attorney with direct marketing, internet marketing, distribution, licensing, marketing, branding and operational expertise. On a daily basis, Peter helps authors, speakers, entrepreneurs, business owners and thought leaders create effective marketing, merchandising and expansion strategies. His mission is to rapidly, smartly, and strategically grow people’s businesses and help them reach revenue goals. Peter’s been described as “a lawyer who understands marketing and a marketer who happens to be a lawyer”.

Managing Partner
Entrepreneurial, Corporate,
Distribution, & Digital Initiatives

IP Transactions; Contracts; Start-Ups; Expansion Strategies; Trademark Law; Trade Secret Law; IP Commercialization; Acquisition Diligence; IP Opinions; Merchandising; IP Litigation; Foreign & Domestic Patents

Ken Sidelinger

KSidelinger@NLS.LAW



Ken Sidelinger has joined the firm's Austin office as Managing Partner - IP Transactions. Ken is a trusted legal advisor to executive management, especially for technology-based businesses. Ken has worked for such blue-chip law firms and companies as Vinson & Elkins, BMC Software, and Intel/McAfee, as well as fast-growing Fintech startups like Leeyo Software and HighRadius Corporation. Ken is a “roll up the sleeves leader” who will be spearheading the development of Nolte's new IP Transactions practice, with a heavy focus on Startups and Small to Medium Businesses.

Managing Partner
IP Commercialization

IP Commercialization; IP Transactions – Contracts; Legal Department Management – Start-Ups & SMBs; Copyright Law; Trademark Law; Trade Secret Law; Patent Commercialization; Acquisition Diligence; IP Opinions; Post Grant Proceedings; IP Litigation

Cathy Shore-Sirotin

CShore@NLS.LAW



Cathy Shore-Sirotin heads the firm's Advertising and Marketing Law Department. She is responsible for counseling clients and reviewing their advertising, catalogs, packaging, labeling, and promotional materials, including sweepstakes, contests, coupons, and give-aways. She additionally counsels clients on trademark and copyright transactional matters, due diligence, and licensing. Ms. Shore-Sirotin is also a member of the Litigation Department, and handles actions before the U.S. Patent and Trademark Office's Trademark Trial and Appeal Board and in the Federal Courts.

Managing Partner
Advertising & Marketing Law

Advertising; Marketing; Promotion and Labeling Review and Counseling; Intellectual Property Counseling; Acquisition IP Due Diligence; Licensing; U.S. Federal Court and Trademark Office Litigation

Geoffrey I. Landau

GLandau@NLS.LAW



As head of the firm's U.S. Trademark Search Group, Mr. Landau is responsible for providing advice and counseling to clients seeking to introduce and protect new trademarks (brand names, sound marks, design marks, logos, etc.) in the U.S. market. His department provides guidance and formal legal opinions that are the essential “first step” in securing trademark rights. Clients who wish to satisfy their legal “due diligence” requirements - and to avoid or minimize infringement risks - know Mr. Landau well. Mr. Landau oversees a department that handles trademark clearance for a wide variety of industries, including pharmaceutical, automotive, electronics, computer hardware and software, as well as a host of cosmetics, fashion, hand tool, professional cutlery, chemical, and other manufacturers.

Managing Partner
Trademark Search Group

U.S. Trademark Searching; Trademark and Brand Counseling; Due Diligence; Clearance and Legal Opinions

Eileen DeVries

EDevries@NLS.LAW



Eileen DeVries practices in the Trademark and Litigation Departments. She is involved in representing and counseling various companies in connection with their intellectual property portfolios, the protection of intellectual property rights, and the use of federal trademark registrations. She assists clients in selecting and defending trademarks and in obtaining protection for them, as well as maintaining trademarks after registration.

Trademarks &
Litigation

Trademark Counseling; US Federal Court and Trademark Office Litigation; US Trademark Searching and Clearance; Trademark, Search, and Litigation Departments


Myron Greenspan

MGreenspan@NLS.LAW

Myron Greenspan is senior patent partner and has extensive experience in patent, trademark and copyright prosecution, litigation and appeals. He has counseled clients in connection with numerous areas of IP including U.S. and foreign patent, trademark and copyright issues, licensing and related international IP portfolio management. He has extensive experience in high technology fields including complex mechanical and optical systems, electronic and electromechanical components including microwave components, radar and communication systems; semiconductor devices, computers and software applications, cable manufacturing machinery, medical and biomedical diagnostic devices and industrial designs.

Senior Patent Partner

US and International Patent Preparation, Prosecution and Litigation; Intellectual Property Counseling, Licensing and Litigation, Including Appeals in the Courts and Patent Trial and Appeal Board (PTAB)


Marvin Feldman

MFeldman@NLS.LAW

Marvin Feldman provides his extensive knowledge and experience based upon decades of domestic and international intellectual property representation to clients in a broad range of businesses and technologies to secure and commercialize patents in areas as diverse as the biomedical, pharmacological, information technology and the mechanical arts. Based on such acknowledged legal prowess, he has lectured extensively on the subject of patents in various forums.

Patents & Litigation

US and International Patent Preparation, Filing, and Prosecution; Intellectual Property Counseling


Sumita Ghosh Ph.D.

SGhosh@NLS.LAW

Sumita Ghosh specializes in intellectual property law with an emphasis on client counseling, patent prosecution, and agreement drafting, review and negotiation. Sumita was formerly in-house counsel at Scott & White Healthcare, Director of the Office of Technology Management at the University of Texas at Arlington, and Patent Advisor at the Centers for Disease Control and Prevention, Technology Transfer Office.

Patent Department

Intellectual Property; Foreign & Domestic Patent Prosecution; Strategic Patent Portfolio Development; Technology Licensing/Transactions; Clinical Trial and Research-Related Agreements/Transactions; Acquisition Diligence; Government Contracts; Domestic Trademarks; Domestic Copyrights


William "Bill" Hubbard

WHubbard@NLS.LAW

William "Bill" Hubbard focuses his practice on intellectual property matters with a special emphasis on electrical, electromechanical, computer networking, control systems, graphics processing, and other software and hardware design related technologies. He is experienced in handling domestic and international patent procurement, infringement and invalidity opinions, freedom to operate studies, trademark registration and enforcement, licensing, trade secret/confidential information protection, and may forms of intellectual property related client counseling for both individual inventors and large corporations.

Patent Department

Intellectual Property; Foreign & Domestic Patents; Patent Idea Farming; Acquisition Diligence; IP Opinions; Post Grant Proceedings; IP Litigation


Hugh Kress

HKress@NLS.LAW

Hugh's combined technical and legal backgrounds enable him to contribute at all stages of the development and maintenance of his clients' intellectual property portfolios. Experience over multiple disciplines has enabled Hugh to recognize and maximize intellectual property value in all forms, including not only utility and design patent protection, but also complementary and trademark and copyright portfolio development and enforcement.

Patent Department

US and International Patent Preparation, Filing and Prosecution; Intellectual Property Counseling

Lindsey Leibowitz

LLeibowitz@NLS.LAW



Ms. Leibowitz is involved in advising and representing clients in connection with their trademark matters. Her expertise covers all aspects of trademark law, including the evaluation and clearance of trademarks, trademark prosecution before the United States Patent and Trademark Office, and trademark litigation matters. In addition, Ms. Leibowitz has extensive experience assisting entrepreneurs, start-ups and sole proprietors with their intellectual property needs.

Trademarks Department

U.S. Trademark Searching; Filing and Prosecution; Copyright Filing and Prosecution; Licensing; US Federal Court and Trademark Office Litigation; Intellectual Property Counseling

Grace Luppino

GLuppino@NLS.LAW



As a member of the U.S. Trademark Department, Ms. Luppino is devoted to helping clients navigate the trademark prosecution process. While she provides legal advice in numerous industries, Ms. Luppino has a unique focus in the field of pet care products and services, due to her interest in animal rescue and passion for animal advocacy. She also enjoys working with women entrepreneurs in developing strategies to protect their intellectual property.

Trademarks & Litigation

Trademark Department; Marking Territory™ Trademarks for Pet Products, Search Department; Litigation Department

Jennifer Medlin

JMedlin@NLS.LAW



Jennifer Pearson Medlin focuses her practice on intellectual property matters with a special emphasis on electrical, electromechanical, computer networking, control systems, artificial intelligence, telecommunications, and other software and hardware design related technologies. She is experienced in handling domestic and international patent procurement, infringement and invalidity opinions, freedom to operate studies, licensing, trade secret/confidential information protection, and many forms of intellectual property related client counseling for individual inventors, large corporations, and government agencies.

Trademarks & Litigation

Intellectual Property, Trademark, Trademark Licensing

Michael J. Mehrman

MMehrman@NLS.LAW



Extensive experience in domestic and international patent, copyright, and trademark prosecution, litigation and licensing. More recent practice emphasis includes patent, copyright and trademark litigation, emerging technology representation including licensing strategies, employee invention agreements, business plans, presentation to financing entities, due diligence investigations, clearance opinions, intellectual property title clearing, and related matters. Recently engaged as expert witness on patent law. Representative technologies include electric power systems, amusement park rides, package handling systems, vending machines, machines for manufacturing corrugated cardboard, Internet companies, electric switchgear, power conditioning equipment, electric vehicles, electric circuit design, combustion technologies, telecommunications, image processing, reconfigurable hardware, computer software, and a wide variety of business models.

Patent Department & IP Counsel

Intellectual Property; Foreign & Domestic Patents; Acquisition Diligence; IP Opinions; IP Litigation; Filing and Prosecution; Acquisition; Diligence; Risk Management and Diligence Regarding IP Assets; IP Counseling; IP Commercialization; Clearance Searching

Elizabeth “Liz” Nevis

LNevis@NLS.LAW



Elizabeth Anne (Liz) Nevis, Esq. is a transactional attorney with experience in intellectual property (IP), entrepreneurial law, and cultural property. Liz’s experience includes patent and trademark applications, business contracts, business entity formation, and regulatory and administrative matters. Liz became a Registered Patent Attorney after graduating from Lewis and Clark Law School in 2006 and was admitted to the California bar in 2007.

Patent Department

Intellectual Property; Foreign & Domestic Patents; Patent Idea Farming; Acquisition Diligence; IP Opinions; Post Grant Proceedings; IP Litigation

Jeffrey Parry

JParry@NLS.LAW



Jeff Parry is a registered patent attorney. He holds a degree in chemical engineering with additional training and education in electrical engineering. Mr. Parry has substantial experience in litigation related to various intellectual property areas. This experience guides him in instructing clients how best to protect their IP rights and avoid common pitfalls. Mr. Parry is also fluent in conversational Portuguese.

Patent Department

US and International Patent Preparation, Filing and Prosecution;
Intellectual Property Counseling

Jeffrey Pyle

JPyle@NLS.LAW



Mr. Pyle's experience encompasses most aspects of intellectual property, including prosecution, litigation, and transactional matters involving patents, trademarks, copyrights, trade secrets, and unfair competition both domestically and abroad. Recent years have particularly emphasized domestic and foreign patent prosecution. The patent prosecution experience includes all facets of patent prosecution from the taking of invention disclosures and the filing applications to administrative appeals and post-administrative appeal procedures. International experience includes prosecution from filing through appeals and oral proceedings in many jurisdictions including, but not limited to, Europe and the Pacific Rim both directly and through the Patent Cooperation Treaty.

Patent Department

US and International Patent Preparation, Filing and Prosecution;
Intellectual Property Counseling

Jeffrey Rollings

JRollings@NLS.LAW



Jeffrey Rollings has litigated copyright cases in many federal courts, and also litigates many of the firms' trademark, trade dress, trade secret, and patent cases, in both state and federal courts, and before the Trademark Trial and Appeal Board and arbitration panels, all over the country. His litigation experience includes all aspects of case initiation, management, discovery, motion practice, and trial, including both jury trials and bench trials.

Copyrights, Trademarks, & Litigation

Copyright Filing and Prosecution; US Federal Court and Trademark Office Litigation;
Licensing; Intellectual Property Counseling

Mark Terzola

MTerzola@NLS.LAW



Mark brings a combination of 20 years of business and legal experience to his law practice. He has worked with public and privately held companies across multiple industries including the energy (utility and OEM suppliers), software (SaaS and embedded control systems), communications and construction industries, handling of their day to day legal and IP needs. Prior to joining Nolte Lackenbach Siegel, Mark was the COO and CFO for Echogen Power Systems and was responsible for developing a world class IP program around the company's technologies.

Patent Department

Intellectual Property, Licensing, IP Agreements, Government Contracts, and
Acquisition Diligence

Shellie Bailey

SBailey@NLS.LAW



- Patents
- Documents and assignments

Gina Cancellaro

GCancellaro@NLS.LAW



- Trademarks
- Prosecution and maintenance
- Documents and assignments

Judy Hart

JHart@NLS.LAW



- International and domestic patents
- Prosecution and maintenance
- Patent portfolios and enforcement

Kim Hassiak

KHassiak@NLS.LAW



- Trademarks
- Prosecution and maintenance
- Documents and assignments

Stacy Lanier-Wilson

SLanier@NLS.LAW



- Head paralegal
- International and domestic patents
- Patent docketing

Jessica Ramirez

JRamirez@NLS.LAW



- International and domestic patents
- International and domestic trademarks
- Patent portfolios and enforcement

Paralegal Team



WOULD YOU LIKE TO KNOW MORE ABOUT OUR PROFESSIONALS?

Visit our website to see full bios of NLS's lawyers, paralegals, and support staff. Get in touch with our professionals and find out how to improve your IP footprint and monetize your inventions.

SINCE 1923

Partners Supporting Innovation, Powering Global Achievements

Nolte Lackenbach Siegel (NLS) is a venerable intellectual property law firm with a national footprint and an international client base. For nearly 100 years our practice has been devoted exclusively to trademark, patent, copyright, advertising, trade secret and related matters. We provide our clients with a full range of intellectual property legal services, including securing IP, litigation, licensing, patent and trademark searching, agreements, risk assessment, prosecution, rights assignment, due diligence in connection with transactional, financial, and venture capital matters.

Brand management companies and other trademark dependent businesses regularly call upon our Firm to negotiate, draft and conduct the necessary due diligence for asset purchase, assignment and other acquisition agreements, sometimes for deals worth hundreds of millions of dollars. We are asked to provide IP advice and opinions in connection with the financing of these acquisitions, including deals involving "Bowie bonds." We also help our clients to profit from the ownership and use of trademarks through licensing, both as licensors and licensees. As licensees' counsel, we have been instrumental in obtaining the right to use valuable movie and character properties and designer marks for a variety of clothing and accessory products. Working on behalf of licensors, we have helped a number of designers grow from single product producers to household name "life style" brands.

Our Patent Department reflects our specialization model, with senior attorneys having backgrounds in mechanical, electrical, and chemical engineering, pharmaceuticals, material science, life sciences, and computer science technologies. The firm has a recognized specialty in strategic design protection including design patents

Since 1923

99

YEARS OF INTELLECTUAL
PROPERTY LAW

Partners To Industry

and patent valuation. After Apple secured a \$1 Billion dollar verdict against Samsung, based in large measure on its design patents, such protection has become notable. The firms' product design protection expertise is evidenced by its renowned publication, "Intellectual Property Counseling & Litigation: Protecting Designs by Trademark, Copyright and Design Patents."

In the current era of the "mega-firm," when most other intellectual property firms have disappeared through merger or acquisition, NLS has grown, by innovating our firm to provide excellent work product, economical billing rates, and strong client communication. While our overall size is modest with under 50 attorneys, our number of attorneys and support staff are often greater than that of the mega-firm IP departments. Our focus on quality and efficiency allows us to accomplish far more than other similarly sized firms.

By virtue of our our Houston and Scarsdale locations and our enviable efficiency, we are able to operate at much lower overhead than competing law firms, resulting in substantially lower billing rates than those of our larger firm counterparts. Our lawyers' experience and specializations permit NLS to staff matters with fewer attorneys than other firms would need to accomplish the same outcome. Fewer attorneys, operating at lower hourly rates, results in significant cost savings and communication efficiency for our clients over other firms that offer comparable services.

This is the NLS Advantage.



NOLTE-LACKENBACH-SIEGEL
SINCE 1923
INTELLECTUAL PROPERTY LAW