

Woodcock Washburn Press Sourcebook



**WOODCOCK
WASHBURN**

INTELLECTUAL PROPERTY LAW
ATLANTA • PHILADELPHIA • SEATTLE

OUR ATTORNEYS are available to speak to the media on a broad range of topics related to intellectual property (IP) law. We welcome you to use this sourcebook as a reliable tool for identifying expert sources who can assist you.

WOODCOCK WASHBURN LLP has specialized in IP law since 1946. Rated as one of the top IP law firms in the United States by *IP Law & Business*, the firm was also named a top IP firm in Pennsylvania by *Chambers USA*. The firm's lawyers and scientific advisors provide national and international clients with a full range of services that include litigation, patent procurement, IP strategies, trademarks & copyrights, licensing, and open source software standards across a wide range of industries and technologies.

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INTELLECTUAL PROPERTY LAW
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PRACTICE GROUPS

LITIGATION

WOODCOCK WASHBURN ATTORNEYS

successfully litigate IP cases - including patent infringement, trademark, copyright and other disputes - at the trial and appellate levels. The firm has extensive experience with complex cases and our attorneys have litigated cases before federal courts across the nation. Having both technical backgrounds and legal expertise gives Woodcock Washburn attorneys an edge in all types of IP litigation. Our ability to translate complex scientific and technical concepts into language juries and judges can comprehend, along with a thorough understanding of each client's technology and business strategy, regularly results in decisions in their favor.



DIANNE B. ELDERKIN

Partner | 215-564-8365
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Dianne is available to provide comment and offer analysis on a number of news topics, including:

- Patent litigation strategies and decisions
- Patent litigation
- Federal Circuit law
- Dealing with experts in patent litigation
- Appellate practice before the Federal Circuit



DAVID J. WOLFSOHN

Partner | 215-564-2222
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David is available to provide comment and offer analysis on a number of news topics, including:

- Trade secrets and trade secret litigation
- Copyrights including music, artistic works, software, literary works, architectural works, business and insurance materials, Digital Millennium Copyright Act, digital rights management
- Noncompete litigation and enforceability of noncompetes
- Legal issues relating to the Internet
- IP trial tactics and evidence



PATENT PROCUREMENT

WOODCOCK WASHBURN REPRESENTS

clients in all aspects of patent procurement. Our clients range from global market leaders to entrepreneurs, and we have acquired unsurpassed knowledge of IP issues affecting a broad range of business decisions.

Protecting valuable IP assets is critical to the continuing success of most commercial entities. With the assistance of foreign associates, we routinely counsel clients throughout the world on all types of patent matters. The firm's lawyers advise on the patentability of inventions; prepare and prosecute patent applications; assist in strategic planning and portfolio management; analyze validity and infringement issues; and conduct freedom-to-operate patent searches and due diligence investigations, reexaminations, reissuances and interferences.

Our firm has top legal talent on both coasts, and our annual volume of patent applications and awarded patents makes us one of the largest patent prosecution firms in the United States. We have skills and experience in varied fields such as computer hardware, electronics, enterprise software, graphics software, wireless communications technologies, bioinformatics, biochemistry, organic chemistry, combinatorial chemistry, nanotechnology, optics, and mechanical engineering.

JOSEPH R. CONDO

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Joe is available to provide comment and offer analysis on a number of news topics including:

- Structuring patent portfolios to achieve business goals
- The preparation and prosecution of U.S. and foreign patent applications across a range of industries
- U.S. Patent and Trademark Office procedures such as reexaminations, reissues, and oppositions



WILLIAM F. SMITH

Of Counsel | 404-459-6691
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Bill Smith is a former Administrative Patent Judge at the U.S. Patent and Trademark Office (PTO), where his career spanned more than 30 years, 19 of which were at the Board of Appeals and Interferences. His cases there involved diverse technologies including biotechnology, pharmaceuticals, diagnostics, and medical devices.

Bill is available to provide comment and offer analysis on a number of news topics, including:

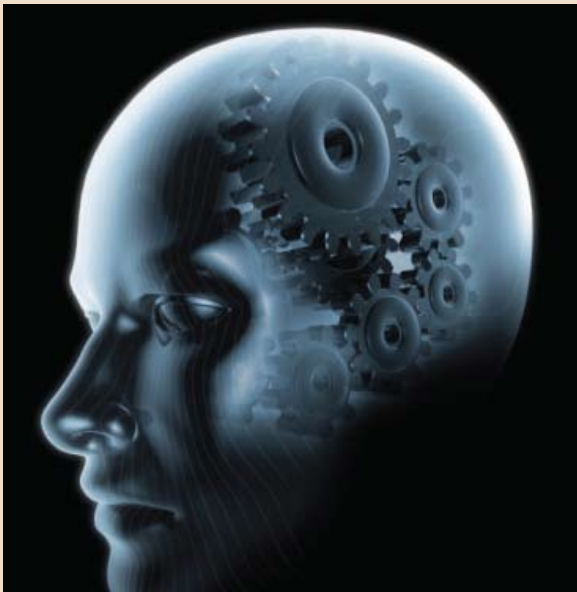
- PTO practice and procedure
- Patent appeals and interferences at the Board of Patent Appeals and Interferences
- General patent issues



LICENSING

LICENSING IP— patents, trademarks and copyrights — can be a major source of revenue for technology companies and other businesses. Woodcock Washburn has been a leader in effective licensing for more than 30 years. Our attorneys study each client’s business, IP, markets, and competition to help develop a solid licensing plan that maximizes royalties far into the future.

Woodcock Washburn has negotiated and authored license deals for Fortune 500 companies valued in the hundreds of millions of dollars. In addition, we have handled outlicensing technology deals for non-manufacturing patent holders, including universities.



MICHAEL P. DUNNAM

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Michael is available to provide comment and offer analysis on a number of news topics, including:

- Business process patents
- Software patents
- Patentable subject matter (Section 101)
- Patenting medical devices
- IP protection for startup companies
- IP due diligence
- U.S. Patent and Trademark Office procedures



TRADEMARK & COPYRIGHT

WOODCOCK WASHBURN IS DEDICATED

to growing and protecting the value of clients' IP assets, with trademarks and copyrights being a specialized and critical aspect of the field because of their significant worth and strategic value. Our attorneys work with an international network of agents to counsel clients on cost-effective protection of trademarks in a rapidly-evolving global marketplace.

Our firm studies each client's business environment and objectives to help craft strategies for trademark and copyright portfolios that maximize their value and protection. In addition, we prosecute trademarks, register copyrights, register and maintain domain names, negotiate licensing agreements, and enforce our clients' rights.

Woodcock Washburn attorneys have extensive IP expertise in several industries. We advise companies in the recording industry, for instance, on issues related to digital copies and piracy. Technology clients value our depth of technical knowledge not only for patent protection, but also for the insight it lends to protecting trademarks and copyrights.

NANCY R. FRANDSEN

Partner | 215-564-1223
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Nancy is available to provide comment and offer analysis on a number of news topics including:

- Trademarks: litigation and counseling and prosecution issues involving searches, non-traditional trademarks, trade dress, and protection of trademark rights
- Copyrights: litigation, counseling and prosecution, and the Digital Millenium Copyright Act



OPEN SOURCE SOFTWARE AND STANDARDS

THE EXPLOSIVE GROWTH of open source software over the past decade poses significant risk to Woodcock Washburn clients' IP rights. Open source software is now readily available and used in mainstream product offerings from entertainment systems to consumer electronics to automation systems, and it is widely deployed in the information technology departments of virtually every kind of business. However, its use can jeopardize a company's IP rights in its own software. Our attorneys help developers and engineers who choose open source software to protect their companies' IP assets.

Woodcock Washburn lawyers are seasoned experts in open source development projects and licensing, concentrating on establishing policies that help engineers use the software in a way that fits a company's strategy. One of our attorneys previously headed the standards group at a major software company, and as Senior Director of IP Strategy, also had responsibility for developing and implementing corporate wide strategies for open source software.

Our firm helps companies secure rights to open source software in order to protect customers from third-party claims. We also advise clients on software compliance programs and due diligence procedures for acquisitions and mergers. Open source considerations are a fundamental part of each software transaction we handle for our clients.

MICHELE K. HERMAN

Of Counsel | 206-903-2462
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Michele is available to provide comment and offer analysis on a number of news topics, including:

- Open source software
- Industry standards
- Compliance programs
- Licensing including patent pools
- Multi-party negotiations
- Strategic IP development and planning
- Formation of and general counsel for trade associations that develop industry standards and/or open source software
- Software licensing transactions



IP BUSINESS STRATEGY

FOR DECADES, WOODCOCK WASHBURN

lawyers have been providing business strategy solutions to clients nationwide through a combination of law, business management, and consulting practices. Our attorneys help clients leverage and manage their IP by developing and implementing strategic plans and processes that correspond to specific business goals.

Woodcock Washburn views IP including patents, copyrights, trademarks, trade secrets, business methods, software, licenses, supply chain contracts, advertising campaigns, and human resource policies as strategic assets because they permeate the corporation and are used in nearly every aspect of competition. Our lawyers help clients manage these assets to build market share, increase revenue, reduce cost, compete for talent, and/or gain access to capital markets.

Woodcock Washburn has honed its skills in strategically managing IP assets through decades of in-house corporate experience. Our lawyers have held top IP legal and management positions at several Fortune 100 companies and smaller organizations.

CHRISTOPHER M. ARENA

Partner | 404-459-5644
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Chris is available to provide comment and offer analysis on a number of news topics, including:

- The business of IP, whether transactional (licensing, buying, selling of assets) or the pursuit of litigation for business reasons
- IP management issues - the formation and structure of corporate and law firms responsible for the management of IP portfolios
- IP corporate strategies - the analysis of an IP strategy as it relates to a corporate strategy
- IP issues in mergers and acquisitions
- IP issues relating to telecommunications



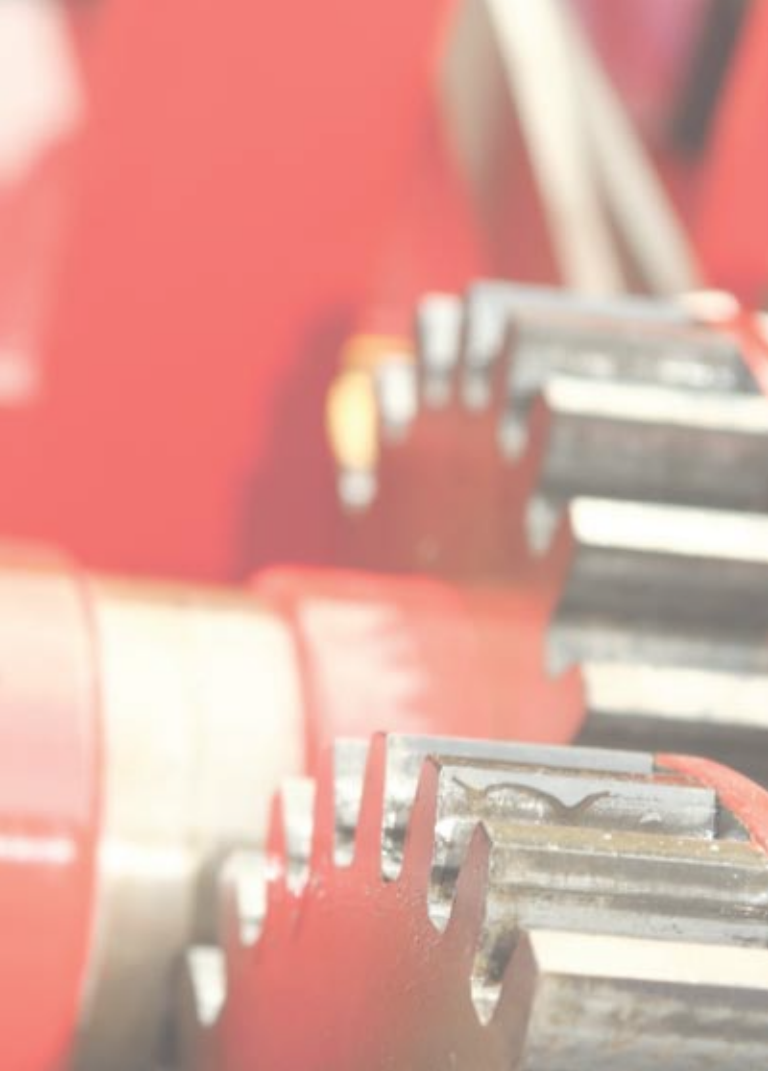
EDUARDO M. CARRERAS

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Ed is available to provide comment and offer analysis on a number of news topics, including:

- How to structure an IP program tied to profits
- How a start-up should handle IP
- Using all aspects of IP to protect a business
- Trademark licensing
- Patent licensing





INDUSTRIES

ACADEMIA & RESEARCH

WOODCOCK WASHBURN COUNSELS major academic and research organizations on safeguarding their IP. Our attorneys work as a part of a legal team to forge a strong foundation for the type of “at-risk” ventures generated by university and nonprofit research institutions.

The firm’s attorneys advise academic and research organizations on transferring technology to both new ventures and corporate sponsors, helping to protect and commercialize their technology. Woodcock Washburn has assisted many clients in founding new companies and corporate spin-offs involving technologies as diverse as biotechnology, bioinformatics, chemicals, nanotechnology, medical devices, materials science, mechanical and electrical engineering, and computer science.

We have counseled clients on nanotechnology-enabled inventions such as polymers, nanoparticles, quantum dots, semiconductor processing, carbon nanotubes, optoelectronic devices, solar-power devices, fuel cells, memory devices, DNA sequencing, medical imaging, micro- and nano-fluidic devices, microarrays, biological and chemical sensors and more. Many of our lawyers are active in the American Society of Mechanical Engineers and various nanotechnology groups.

Our firm also provides comprehensive counseling and advocacy on FDA medical device matters ranging from product clearance and approval to post-market requirements, enforcement and compliance issues, product promotion, and advertising.

Woodcock Washburn has represented the University of Pennsylvania for more than 20 years. Our other academic and nonprofit clients include Burnham Institute for Medical Research, Princeton University, Scripps Research Institute, the University of British Columbia, and the University of Washington. We also are currently working with a major university to establish a series of start-up companies to exploit the university's genetic stimulation technology.



JOHN W. CALDWELL

Partner | 215-564-8914
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John is available to provide comment and offer analysis on a number of news topics, including:

- Academic representations (28 years of experience)
- Emerging businesses and academic spin-offs
- Nanotechnology
- Technology business counseling
- Emergent business counseling and planning for mid- and long-term market competition using IP protection
- Patent, trademark and copyright planning, counseling, and prosecution
- Patent enforcement, litigation, counseling

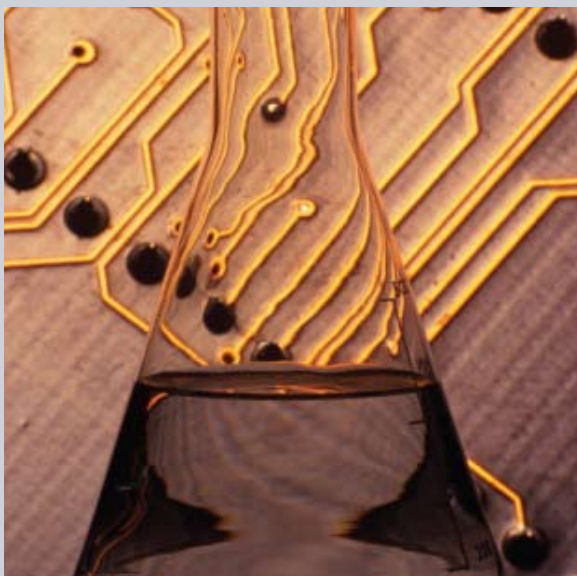


CHEMISTRY

WOODCOCK WASHBURN ENHANCES

the patent position of companies involved in making or selling industrial chemicals, pharmaceuticals, ceramics, agricultural chemicals, drug delivery depots, small molecules, polymers, metal coatings, alloys, petrochemicals, personal care products, paints, medical implants, electronics, food products, and adhesives.

Woodcock Washburn represents well-established corporations, such as Johnson & Johnson, Wyeth, DuPont, Henkel, Dial and GKN Sinter Metals, as well as start-up companies, and universities. Our firm's attorneys hold advanced degrees in organic chemistry, biochemistry, biology, microbiology, and chemical engineering.



GARY H. LEVIN

Partner | 215-564-8363
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Gary is available to provide comment and offer analysis on a number of news topics, including:

- Pharmaceuticals
- Polymers & polymerization
- Filtration
- Petroleum refining
- Chemical processing



JOSEPH LUCCI

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Joe is available to provide comment and offer analysis on a number of news topics, including:

- Polymers
- Agricultural chemicals
- Synthetic technology
- Chemical synthesis



CONSUMER PRODUCTS

WOODCOCK WASHBURN COUNSELS

clients in the consumer products industry on all aspects of IP protection, litigation, and strategy. Our lawyers have worked on protecting consumer products such as disposable cameras, sanitary napkins, toy water guns, household electric fans, and aluminum beverage cans, to name a few.



JOHN W. CALDWELL

Partner | 215-564-8914
caldwell@woodcock.com

John is available to provide comment and offer analysis on a number of news topics, including:

- Patent, trademark and copyright planning, counseling, and prosecution
- Patent enforcement, litigation, counseling

As related to:

- Consumer products that include pet care products, sanitary packaging, and foodstuffs and beverages



DALE M. HEIST

Partner | 215-564-8939
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Dale is available to provide comment and offer analysis on a number of news topics, including:

- Patent litigation
- Extra-territorial aspects of U.S. patent law
- Changing landscape for U.S. patents



ELECTRONICS, SOFTWARE & TELECOMMUNICATION

ELECTRONICS

Woodcock Washburn provides a broad array of IP services to clients in the electronics industry. We represent firms that develop and market electronic products and services, including cable communications, computer hardware, peripheral devices, magnetic media, instrumentation, electrical production equipment, electrical medical devices, electrical consumer products, and electrical connectors. Our clients include ABB, Agere Systems, AT&T, Elster Electricity, L3 Communications, and TruePosition. A number of our firm's attorneys hold degrees in electrical engineering, mechanical engineering, or related fields.

SOFTWARE

Woodcock Washburn advises clients in the computer software industry on how to protect their rights in this complex environment. Our attorneys provide clients with tools to maximize the value of their software with respect to patents, copyrights, licenses, and other IP transactions. Woodcock Washburn is one of the few IP law firms selected as a preferred provider by Microsoft and other clients range from small first-time inventors to large Fortune 500 software companies. Our attorneys have extensive experience drafting and prosecuting patents in a wide variety of software-related fields and technology. These include operating systems, virtualization, gaming,

robotics, embedded software, compilers, digital rights management, data structures, interfaces, computer networks, parallel processing, optimization algorithms, voice recognition, and imaging.

TELECOMMUNICATION

Woodcock Washburn lawyers have secured patents for clients on a multitude of telecommunications inventions, including broadband access architectures; methods of providing dedicated class or quality of service in data networks; advanced digital compression and signal processing techniques used in digital subscriber line and voice over internet protocol systems; cellular telephone infrastructure, handsets, and authentication; advanced intelligent network technologies and services; optical and electrical connectors; network element management systems and software; network topology control; cellular telephone location techniques and systems; and many more.

Our firm also counsels clients on the infringement, validity, and enforceability of patents in telecommunications technologies such as: electronic and interactive program guides; fiber optic digital transmission systems; global positioning system (GPS) and assisted-GPS navigation and location systems and services; digital switching and control systems; voice messaging systems; voice on demand systems and services; cellular telephone location systems and techniques; digital cable systems, and digital voice, data, and video transmission systems, to name a few.

Woodcock Washburn represents telecommunications innovators such as AT&T, Elster Electricity, FCI, L3 Communications, Microsoft, and TruePosition.

Our attorneys thoroughly understand each client's business from an insider's point of view. Previous positions held by some of our lawyers include chief intellectual property officer for Cingular Wireless, chief patent counsel for BellSouth, patent counsel for RCA, associate general counsel for intellectual property and licensing for Microsoft, and intellectual property counsel for Motorola Broadband Communications Sector.



STEVEN J. ROCCI

Partner | 215-564-8364
rocci@woodcock.com

Steve is available to provide comment and offer analysis on a number of news topics, including:

- Litigation, counseling, and procurement related to a broad range of electronics, software, and telecommunications issues
- Internet and web-based technologies
- Consumer products



STEVEN B. SAMUELS

Partner | 215-564-0564
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Steven is available to provide comment and offer analysis on a number of news topics, including:

- Electronics
- Computer hardware and software
- Digital and analog communications
- Electrical power transmission



FINANCIAL SERVICES/BUSINESS METHODS

WOODCOCK WASHBURN COUNSELS clients in the financial services industry on protecting their IP, including business methods, computer programs, and trademarks. “Financial services” encompass all industries related to the movement, protection, and investment of finances and assets. Our attorneys’ experience extends to banking, insurance, investment, credit, and other fields.

The firm helps clients build IP portfolios that match their business strategies. We prosecute and prepare patent applications in areas such as insurance claims processing, online banking, automated real-time claim processing, real-time insurance quotes, and automated customer service technologies.

Woodcock Washburn attorneys also provide a wide variety of trademark services to banking and insurance clients with respect to financial products and risk-management services as well as corporate and consumer property, casualty, accident, and health insurance.



MICHAEL D. STEIN

Partner | 206-332-1384
stein@woodcock.com

Michael is available to provide comment and offer analysis on a number of news topics, including:

- Software, e-commerce, and business method patents
- Wireless telecommunications and software technologies
- Computer-implemented business models
- Patent pools



VINCENT J. ROCCIA

Partner | 215-564-8946
vroccia@woodcock.com

Vince is available to provide comment and offer analysis on a number of news topics, including:

- Patenting trends in the financial services industry and VC community
- Development of IP portfolios in small and medium medical-device companies
- Patent "trolls"
- Patent claim construction after the Phillips case
- Patent topics in the telecommunications/cable industry



LIFE SCIENCES

WOODCOCK WASHBURN ASSISTS clients operating in all aspects of the life sciences industry to protect and leverage their IP. Our clients are large corporations, emerging businesses, and nonprofit institutions. They include pharmaceutical, biotech, medical device, nanotechnology and drug development companies. They also are major research organizations, such as academic institutions.

Woodcock Washburn provides a wide range of legal services to our life sciences clients. We prosecute patents and trademarks. We litigate, mediate, and arbitrate disputes. We provide counsel through opinions, strategic analysis, and portfolio assessment. Our firm facilitates business transactions through due diligence and licensing engagements.

All of our life sciences attorneys have undergraduate technical degrees and many also have an advanced technical degree in biology, chemistry, biochemistry, electrical engineering, mechanical engineering, or computer science.



WENDY A. CHOI

Partner | 404-459-5642

wchoi@woodcock.com

Wendy is available to provide comment and offer analysis on a number of news topics, including:

- Proposed changes in U.S. patent rules and their effect on the pharma- and medical-device sectors
- Biotech-, chemical-, and pharma-sector issues
- Foreign patent practice and the outsourcing/offshoring of patent work
- Developing IP strategies
- Complex patent prosecution issues, including interferences, reexaminations, reissues, and oppositions
- Diversity issues for the patent/legal profession



S. MAURICE VALLA, D.V.M.

Partner | 215-564-8392

svalla@woodcock.com

Maurice is available to provide comment and offer analysis on a number of news topics, including:

- IP issues that relate to the life sciences industries: pharmaceuticals, medical devices, and biotechnology
- Issues that arise at the intersection of Food and Drug Administration regulatory and patent law: Hatch/Waxman law, Abbreviated New Drug Application issues, biogenerics, authorized generics
- Issues relating to the extraterritorial effect of U.S. patents, including issues involving 35 U.S.C. 271(f) and (g)
- U.S. Patent and Trademark Office's proposed patent rule changes, and legislative efforts at patent reform





TECHNOLOGIES

NANOTECH

WOODCOCK WASHBURN IS A LEADER

in protecting IP rights in the emerging nanotechnology field, which combines organic chemistry, biotechnology, materials science, semiconductor design, microfluidics, computer science, and other disciplines. We currently handle nanotechnology-enabled inventions for corporate, university, and government clients.

Our attorneys have counseled clients on nanotechnology-enabled inventions such as polymers, nanoparticles, quantum dots, semiconductor processing, carbon nanotubes, opto-electronic devices, solar-power devices, fuel cells, memory devices, DNA sequencing, medical imaging, micro- and nano-fluidic devices, microarrays, and biological and chemical sensors.

Woodcock Washburn has sponsored the entire Nanotechnology Track Session of past international Biotechnology Industry Organization (BIO) meetings. Our attorneys presented at the 2007 Nanotech and BioNanotech Conference in Santa Clara, CA and the 2008 Nano Applications & Advanced Materials Forum in Indian Wells, CA. They are active members of various national nanotech associations, including the NanoBusiness Alliance, and are proud of the nanotech-related work and research they do with University of Pennsylvania and other universities.

JOHN W. CALDWELL

Partner | 215-564-8914
caldwell@woodcock.com

John is available to provide comment and offer analysis on a number of news topics, including:

- Patent, trademark and copyright planning, counseling, and prosecution
- Patent enforcement, litigation, counseling

As related to nanotechnology in:

- Pharmaceutical uses
- Polymer modifications
- Structural components
- Electronic nanotechnology



JEFFREY ROSEDALE, PH.D.

Associate | 215-564-8969
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Jeff is available to provide comment and offer analysis on a number of news topics, including:

- Nanotechnology and bionanotechnology inventions, people, research, technical developments, organizations, and companies
- Patents and nanotech and bionanotech inventions



MANUFACTURING

WOODCOCK WASHBURN COUNSELS

manufacturing clients on protecting their IP. The application of manufacturing technology spans a broad and diverse range of applications.

We help clients prosecute and license patents related to manufacturing methods/processes for products such as beverage cans and bottles, automobile and truck parts, medical devices, electrical equipment, chemicals, petroleum products, adhesives, data storage devices, electrical connectors, semiconductors, electronic displays, and more.



HAROLD H. FULLMER

Partner | 215-564-8948
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Hal is available to provide comment and offer analysis on a number of topics, including;

- Open innovation and the role of IP
- Packaging
- Food and beverage
- Outsourcing



DALE M. HEIST

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Dale is available to provide comment and offer analysis on a number of topics, including;

- Patent litigation
- Extra-territorial aspects of U.S. patent law
- Changing landscape for U.S. patents



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