



INTELLECTUAL PROPERTY ATTORNEYS  
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**Lackenbach Siegel**  
INTELLECTUAL PROPERTY  
ATTORNEYS SINCE 1923



**NOLTE**  
INTELLECTUAL PROPERTY  
LAW GROUP



Since 1923  
**97**  
YEARS OF INTELLECTUAL  
PROPERTY LAW  
Partners To Industry

## Lackenbach Siegel & Nolte IP Law Group Announce Merger

Lackenbach Siegel, a venerable trademark firm for over 96 years, is merging with Nolte IP Law Group, a forerunner in the high-tech patent space, to create a full-service midsize intellectual property law firm with a national footprint.

With its rich history and global high-profile clients, Lackenbach is known as a leading firm in the trademark industry. Now Lackenbach will substantially grow its IP resources by adding 15 experienced patent attorneys to its attorney roster. Lackenbach's managing partner, Howard Aronson, describes the merger as "creating a firm that the market was looking for in size and geographic presence, staffed with highly specialized attorneys, long experienced, representing clients with attractive rates and flat fee pricing."

The newly formed law firm will operate as Nolte Lackenbach Siegel, preserving the nearly century old name combined with the forward thinking trendsetting Nolte firm moniker. The firms will combine their respective New York offices to operate in the renowned Lackenbach Siegel Building in Scarsdale/Westchester, New York and maintain the Nolte firm's offices in Houston, Palo Alto, Austin, and Boston.

We are extremely excited to announce the merger and the new foundation for representing clients with increased efficiency, noticeable cost savings, and enhanced depth and breadth of professional services. Modernization of operations will be a primary goal moving forward, as well as preserving the professionalism and character of representation on which our clients have come to rely.

The combined firm represents a merger of attorneys who have worked together in the past, so integration will be seamless and professional representation styles are historically similar. Indeed, some years ago, several attorneys in the Nolte firm worked in the Lackenbach trademark department, so some new faces may actually be well known. We are pleased to share our excitement and anticipation to move forward with changes that will only improve our abilities and efficiencies.



**N. Alexander Nolte**  
Firm Managing  
Partner



**Howard N. Aronson**  
Senior Partner



**Renée L. Duff**  
Managing Partner  
Trademarks



INTELLECTUAL  
PROPERTY  
ATTORNEYS

NEW YORK  
HOUSTON  
PALO ALTO  
AUSTIN  
BOSTON

1 Chase Rd. *Scarsdale, New York*, 10583  
24610 Kingsland Blvd. *Houston, Texas* 77494  
28 Hamilton Ave. *Palo Alto, California* 94301  
7600 Chevy Chase Dr. Ste 300 *Austin, Texas*, 78752  
90 Canal Street, 4th Floor *Boston, Massachusetts* 02114

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Practice Group

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NLS Advantage

### Featured

#### Patents & Trademarks

recently issued to

NLS clients

United States Patent Number:

#### Patents & Trademarks

# 10,570,777

**ACTIVE THRUST  
MANAGEMENT OF A  
TURBOPUMP  
WITHIN A SUPER-  
CRITICAL WORKING  
FLUID CIRCUIT IN A  
HEAT ENGINE  
SYSTEM**

Assignee: Echogen  
Power  
Systems  
LLC (US)

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## CAN TOYS — AND INTELLECTUAL PROPERTY — DIE?

*How long will your intellectual property protection last?*

by **HOWARD N. ARONSON**, Senior Partner, Nolte Lackenbach Siegel

**AS WITH MOST PHILOSOPHICAL AND** theological questions, what Saint Thomas Aquinas could have answered in a few sentences, 21st-century humanity ponders endlessly. It's lucky that, as reported in the New York Post, Toy Story director Lee Unkrich recently ended the debate about the survival of toys- at least regarding the film's characters- when he said, "They live as long as they exist. But if they were to be utterly destroyed? Say, in an incinerator? Game over."

But what about intellectual property (IP)- specifically, your IP? Because, like a toy, IP is not a living thing. It cannot die, but it can expire, be canceled, be invalidated, or end in some other fashion.

Some IP can – theoretically – exist indefinitely. Other forms of IP have limited duration. Those differences must be understood and considered when protecting your valuable IP.

### UTILITY PATENTS

In the U.S., and by international agreement in most countries, the term of a utility patent (a useful article, method, or other invention) is 20 years from the filing date of the application. Before expiration of the 20-year term, a patent can expire by renouncement or because of non-payment of annuity fees.

After 20 years, the patent expires, and the invention may be used by everyone – most notably, your competitor. In the U.S., if the Patent Office stalls the prosecution longer than average, the life

of the patent extends by the number of days beyond the usual. Otherwise, the 20-year term applies, so expert preparation and filing can help to maximize the duration of a utility patent.

### DESIGN PATENTS

Design patents – covering the ornamental appearance of products, as opposed to the utilitarian aspects - endure for 15 years from the date of grant, not the application date. (Patents issued from design applications filed before May 13, 2015, have a 14-year term.) Design patents can cover the unique ornamental appearance of a toy that isn't a new invention, such as the pieces of a board game or the appearance of a figure or toy vehicle.

**“ Like a toy, IP is not a living thing. It cannot die, but it can expire, be canceled, be invalidated, or end in some other fashion. ”**

### COPYRIGHT

Copyright protection, which can cover the non-utilitarian aspects of toys, exists from the time the work is created in fixed form, and endures for the life of the author plus 70 years.

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**MARKING TERRITORY™**  
**One Man's Garbage**  
**and Man's Best Friend**

by **GRACE LUPPINO**, Trademark  
Department, Nolte Lackenbach Siegel

About a decade ago, I adopted a rescue dog; a cute little one-eyed Pomeranian named Otto. As I was leaving the shelter, the volunteer told me that I needed to "get him a gong!" "This is insane," I thought to myself. I was all ready to go to the pet store to buy him a bed, toys, and dog food and now I have to go to a music shop?? For a gong?? What is a little Pomeranian going to do with a percussive instrument?

I relayed this story to a friend, who immediately set me straight. "Not a gong silly...a KONG! "Anyone who has a dog has a KONG!"

It was obvious that Otto was my first dog because I wasn't very familiar with famous pet product brands. But as a trademark lawyer, I was intrigued. I had no clue what this KONG thing was, nor could I even guess based on its name. This is the sign of a strong brand name in the trademark world!

I soon learned that a KONG® was one of the most popular pet toys on the market and that it was inspired by something that was destined for the garbage heap!

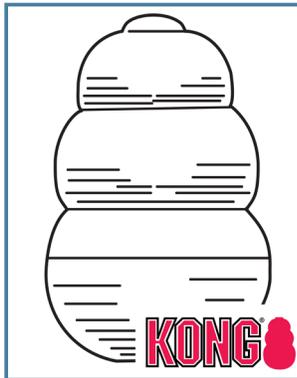
The origins of the KONG pet toy begin in the 1970's with a mechanic named Joe Markham, and his German Shepherd, Fritz. Fritz was a police dog who was rejected by the police academy due to a very bad chewing habit. Joe tried everything to remedy this problem, but nothing seemed to work. Fritz chewed whatever he could find including rocks and sticks until his teeth started wearing down.

One day, while Joe was repairing a Volkswagen Bus, he tossed out a rubber suspension part shaped like a snowman. Fritz immediately took a liking to it! Joe even noticed

that whenever he took this part away from Fritz, the dog just kept bringing it back! Like a game of fetch! The other most amazing feature was that Fritz could not destroy it!

Watching the interaction between Fritz and this old, discarded auto part inspired Joe to create the snowman shaped product known as the KONG...a durable and chewable toy that can be stuffed with treats to keep a pet very busy!

Joe initially sold his product through tradeshows and to small retail stores and eventually created a brand that has become a household name and has sold over 50 million products worldwide.



Today, The KONG Company, LLC has expanded its product line to include pet toys for all types of dogs at all stages of life, cat toys, pet accessories, and pet treats. The company also owns numerous pending and registered trademarks, all over the world!

**Some of their registered trademarks in the U.S. include:**

1. Product configuration of the KONG pet toy (RN 1972163)
2. KONG® for "pet toys" (RN 3835053)
3. KONG® for "grooming and recovery collars for animals" (RN 5871428)
4. KONG® for "catnip, and edible pet products, namely, liver paste, liver snaps, cheese paste, peanut butter paste, chicken flavored paste, chewable meat treats" (RN 3020593)
5. KONG® for "garments for pets, and pet accessories, namely, specially designed bags attached to a harness that is secured to the pet for holding small items" (RN 4760777) and more!



Otto and his KONG® toy.

This just goes to show how one man's garbage not only turned into a treasure for man's best friend, but also one of the world's most popular pet toy brands!

Sources: KONG Company website  
KONG Dog-Friendly Companies  
Rover.com Dun and Bradstreet website



**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.

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## CAN TOYS — AND INTELLECTUAL PROPERTY — DIE?

Continued from page 2:

form, and endures for the life of the author plus 70 years. For joint authorship, the term ends 70 years after the last surviving author's death. For anonymous and pseudonymous works, the duration of copyright is 95 years from first publication or 120 years from creation, whichever is shorter. The term of a work made for hire is 95 years from the date of publication or 120 years from the date of creation, whichever expires first.

There are different rules, including requirements for copyright renewal, for works created before January 1, 1978.

## TRADEMARKS AND TRADE DRESS

Trademarks and trade dress – the "look and feel" of a product – can theoretically last forever because the right in the U.S. is based on use. Once the trademark between the fifth and sixth years following registration, between the ninth and 10th years after registration, and every 10 years thereafter. Thus, the trademark can remain active indefinitely. The trademark for Monopoly, for example, has been renewed for each ensuing term since 1935.

## TRADE SECRETS

Like trademarks, trade secrets can endure indefinitely. There are no registration requirements, so the trade secret is not disclosed as long as the owner takes certain steps under various, but similar, U.S. state laws — with additional federal protection under the 2016 Defend Trade Secrets Act, an amendment to the Economic Espionage Act. To maintain its trade secret, a company must take "reasonable measures" to protect valuable, commercially beneficial information. The Coca-Cola formula and Thomas' English Muffin recipe are trade secrets, which would have been in the public domain decades ago if the owners had chosen patent protection rather than trade secret protection – so the choice is important. Except for processes of manufacture, trade secret protection is not usually an option for toys.

Your IP counsel can help you decide which forms of IP protection fit your company's needs, and how long that protection will last.

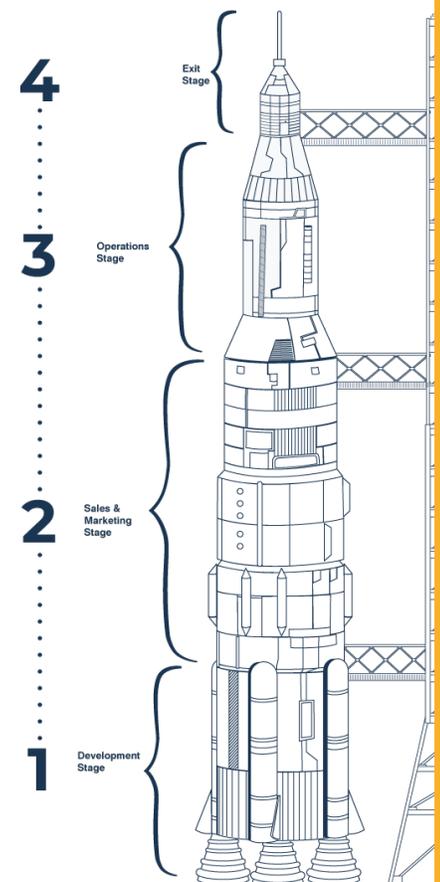
## IP Commercialization Practice Group

### General Summary:

Nolte Lackenbach Siegel (NLS) is a strategically unique Intellectual Property (IP) law firm -- we provide legal services from the executive perspective of the corporate general counsel -- far beyond what a traditional "boutique" firm offers to its clients. We guide and advise our clients all along their IP journey -- from the development phase, to the sales and marketing phase, to the operational growth phase, and to the exit phase -- what we refer to as the "IP Lifecycle." No matter where a client is in its IP Lifecycle, they turn to us as trusted advisors to assist them in building a business around their IP – what we refer to as "IP Commercialization."

### IP Lifecycle™ Countdown To Success

We guide and advise our clients from the development phase, to the sales and marketing phase, to the operational growth phase, and to the exit phase. No matter where a client is in its IP Lifecycle, we bring a general counsel level focus on helping them build their rocket ship to success.



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## IP Commercialization Services:

Depending on where a client is on the IP Lifecycle, we can provide service in the following areas:

- Corporate Formation
- Seed/Startup Funding
- NDAs, Employment Agreements, Independent
- Contractor Agreements, Master Services Agreements
- Open Source Licensing
- Outbound IP Licensing Agreements – Software
- License Agreements, SaaS Agreements, Subscription Agreements, Support Agreements
- Complex IP Transactions - Joint Development Agreements, Joint Collaboration Agreements, Joint Ventures
- Channel Programs – Referral Agreements, Reseller Agreements, Embedded Technology (OEM) Agreements
- IP Diligence for Patent Licensing, IP Divestitures,
- M&A Activity and Fundraising
- Operational Agreements – Security Agreements, Inbound Technology Agreements, Cloud Services Agreements
- Data Privacy – Data Processing Agreements, GDPR
- compliance, Privacy Policies
- Export Certifications
- Contract Lifecycle Management – Processes, CLM Systems, and Forms
- eDiscovery for Investigations, Audits and Litigation
- Contract Templates – we draft Simple English Language contract templates which have proven many times over to reduce sales cycles and redlines, and to foster a positive and trust-building contracting experience for our Client’s business partners and customers.
- Negotiations – We excel in collaborating with our
- clients to achieve a “Getting to Yes” negotiation and closure of discrete transactions.

**Creativity:** We bring years of experience and a deep understanding of the business of IP Commercialization to each engagement with a client. Because of this experience, we are able to craft creative solutions in IP transaction negotiations – resulting in an unsurpassed ability to “close” deals.

**Efficiency:** Because most of our work is done on a Fixed Fee or Not to Exceed basis, we are able to really dig in to understand our Client’s needs, interests and objectives for each project we undertake, without our Client having to pay for us to “get up to speed.”

**Management:** Because we act as an outsourced service to our clients, they do not have worry about head-count issues or payroll budgetary considerations. Instead, our clients use our services for some or all aspects of their IP Commercialization efforts, but on a right-sourced basis. Regardless, when requested, we can serve as an extended member of a client’s executive team to address the legal function within the company.

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## US and PCT Patent Statistics Increased Filings

**The average number of months to obtain a patent** was 23.3 months and 14.8 months to obtain a first action. The wait times varied based widely on the technology area: Biotechnology and organic chemistry had an average wait time of 14.8 months to first action, and an average total pendency of 23.3 months. Chemical and Material Engineering had an average first action pendency of 16.8 months and an average total pendency of 26.9. Computer architecture had an average wait time of 16.0 months to first action, and an average total pendency of 26.5 months. Networks, multiplexing, cable and security generally waited 12.9 months to first action, and had an average total pendency of 23.1 months. Semiconductor, Electrical, Optical Systems, and Components had an average first action pendency of 13.1 months, and an average total pendency of 21.1 months. Transportation, Construction, Agriculture, and Electronic Commerce had an average wait time of 16.7 months, and an average total pendency of 26.4 months. Mechanical Products had an average wait time of 17.7 months to first action, and an average total pendency of 28.0 months.

**Patent Cooperation Treaty (PCT)** filings for 2019 saw an increase in the total number of filings (5.2%) to 265,800 patent applications. The US filed 57,840 PCT applications or 21.8% of the applications that were filed. China surpassed the US with the greatest number of PCT applications at 58,990 which represented 22.2% of the applications that were filed. The remaining top 10 filing countries included: Japan with 19.8%, Germany with 7.3%, South Korea with 7.2%, France with 3.0%, the UK with 2.2%, Switzerland with 1.7%, Sweden with 1.6%, and Netherlands with 1.5%. The top three PCT applicants included: Huawei Technologies Co., Ltd., Mitsubishi Electric Corporation, and Samsung Electronics Co., Ltd.

## PATENT CORNER

Continued from page 2:

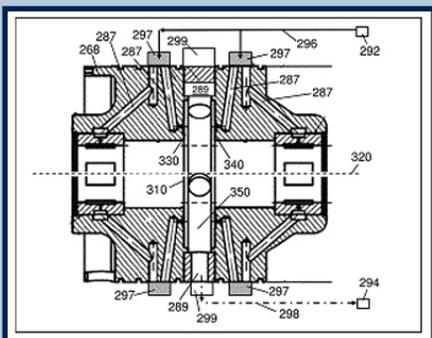
### ACTIVE THRUST MANAGEMENT OF A TURBOPUMP WITHIN A SUPERCRITICAL WORKING FLUID CIRCUIT IN A HEAT ENGINE SYSTEM

Patent Number:

# 10,570,777

Assignee: Echogen Power Systems LLC (US)

Aspects of the invention disclosed herein generally provide a heat engine system, a turbopump system, and methods for lubricating a turbopump while generating energy. The systems and methods provide proper lubrication and cooling to turbomachinery components by controlling pressures applied to a thrust bearing in the turbopump. The applied pressure on the thrust bearing may be controlled by a turbopump back-pressure regulator valve adjusted to maintain proper pressures within bearing pockets disposed on two opposing surfaces of the thrust bearing. Pocket pressure ratios, such as a turbine-side pocket pressure ratio (P1) and a pump-side pocket pressure ratio (P2), may be monitored and adjusted by a process control system. In order to prevent damage to the thrust bearing, the systems and methods may utilize advanced control theory of sliding mode, the multi-variables of the pocket pressure ratios P1 and P2, and regulating the bearing fluid to maintain a supercritical state.



### DEVICE FOR A LADDER

Patent No.: 10,683,701  
Assignee: Marc S. Lenci (US)

### MEMS MICROPHONE FOR FRAME-FREE DEVICE

Patent No.: 10,863,283  
Assignee: Zilltek Technology (Shanghai) Corp. (CN)

### FIRE DETECTOR

Patent No.: D887,300  
Assignee: Hochiki Corporation (JP)

### LASER DEVICE

Patent No.: 10,727,644  
Assignee: Shimadzu Corporation (JP)

### BUNK BED ASSEMBLY

Patent No.: 10,631,655  
Assignee: Disc-O-Bed Holdings Limited (CY)

### SPORTS EQUIPMENT HEAD

Patent No.: D897,460  
Assignee: Mladen Kandic (US)

### INTERCONNECTED MODULAR SERVER AND COOLING MEANS

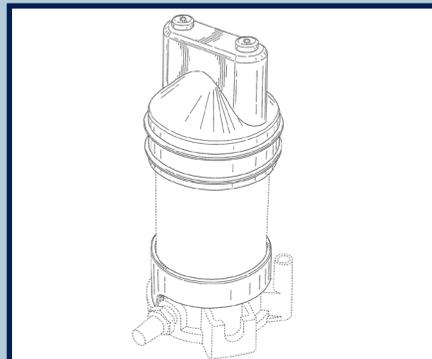
Patent No.: 10,849,253  
Assignee: Hewlett Packard Enterprise Development LP (US)

### METHOD TO FORM A RECONFIGURABLE MULTIHULL MULTIPLATFORM FLOATING VESSEL

Patent No.: 10,618,602  
Assignee: Kenneth Edward Ruddy, Robert Hoff, Andrew Martin Ruddy (US)

### SEALING BOOT

Patent No.: D888,104  
Assignee: Wolo Manufacturing Corp. (US)



### SINGLE-PASS FLOW-THROUGH DRY CHEMICAL MIXING TRAILER

Patent No.: 10,625,225  
Assignee: Performance Chemical Company (US)

### BOAT TETHERING AND LAUNCHING DEVICE

Patent No.: 10,676,161  
Assignee: Steve Loehrig (US)

### LOCKING DEVICE

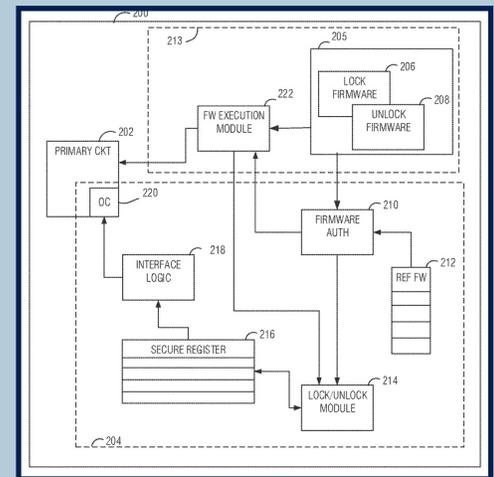
Patent No.: D885,764  
Assignee: Valestra S.p.A. (IT)

### MOBILE PHONE BODY WITH LATERAL INDENTS FOR ATTACHABLE ACCESSORY

Patent No.: 10,708,401  
Assignee: Toughbuilt Industries Inc. (US)

### ASSET PROTECTION OF INTEGRATED CIRCUITS DURING TRANSPORT

Patent No.: 10,628,615  
Assignee: Intel Corporation (US)



### MICROPHONE WITH MECHANICAL SWITCH FUNCTION

Patent No.: 10,848,845  
Assignee: Zilltek Technology (Shanghai) Corp. (CN)

### RADIOTHERAPY TRACKING APPARATUS

Patent No.: 10,625,099  
Assignee: Shimadzu Corporation (JP)

# More Patents

## PATENT CORNER

Continued from page 6:

### UNDERWATER LASER LIGHT SOURCE

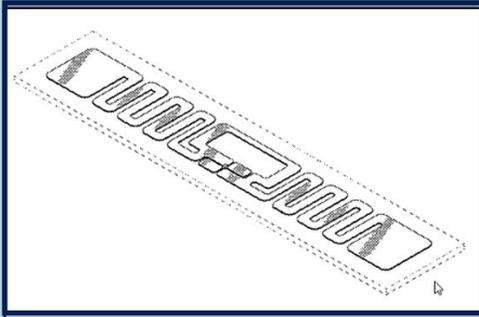
Patent No.: 10,566,763  
Assignee: Shimadzu Corporation (JP)

### CLASP MEMBER

Patent No.: D902,492  
Assignee: Allstar Marketing Group, LLC (US)

### RFID IC TAG INLAY

Patent No.: D879,079  
Assignee: Sato Holdings Kabushiki Kaisha (JP)



### JEWEL SETTING

Patent No.: D871,961  
Assignee: Jewelex New York, Ltd. (US)

### POWER ELECTRIC SWITCHING DEVICE

Patent No.: 10,707,170  
Assignee: Semikron Elektronik GmbH & Co. KG (DE)

### GAMING TAG SYSTEM

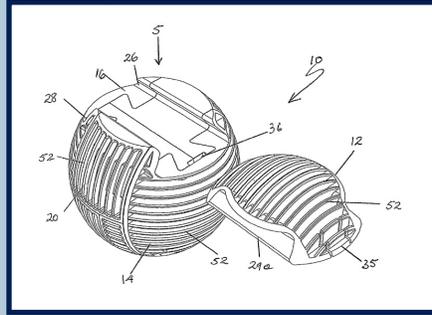
Patent No.: 10,773,151  
Assignee: NSI International, Inc. (US)

### STYLUS

Patent No.: D894,902  
Assignee: Mitsubishi Pencil Company, Limited (JP)

### THREE DIMENSIONAL PUZZLE

Patent No.: 10,532,276  
Assignee: Giovanni Lavermicocca (AU)



### BOTTLE HOLDER

Patent No.: D881,661  
Assignee: Opinion Ciatti S.r.l. (IT)

### POWERCORE MODULE

Patent No.: D906,240  
Assignee: Semikron Elektronik GmbH & Co. KG (DE)

### PACKAGING

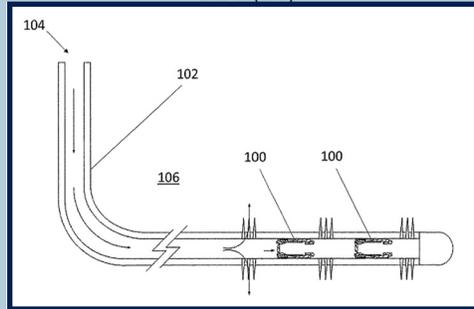
Patent No.: D902,742  
Assignee: Mitsubishi Pencil Company, Limited (JP)

### SOIL REINFORCING ELEMENTS FOR MECHANICALLY STABILIZED EARTH STRUCTURES

Patent No.: 10,577,772  
Assignee: Big R Manufacturing, LLC (US)

### FRAC PLUG WITH INTEGRATED FLAPPER VALVE

Patent No.: 10,563,476  
Assignee: Petrofrac Oil Tools, LLC (US)



### CHAIR

Patent No.: D875,416  
Assignee: Maruni Wood Industry Inc. (JP) and Naoto Fukasawa Design Ltd. (JP)

### METHOD FOR IMAGING BIOLOGICAL TISSUE USING POLARIZED MAJORANA PHOTONS

Patent No.: 10,733,729  
Assignee: Research Foundation of the City University of New York (US)

### JEWEL SETTING

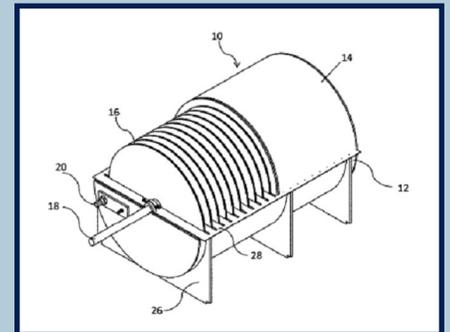
Patent No.: D874,330  
Assignee: Jewelex New York, Ltd. (US)

### HOLDER FOR PACKAGING

Patent No.: D898,573  
Assignee: Mitsubishi Pencil Company, Limited (JP)

### ROTATING CONTACTOR REACTOR

Patent No.: 10,689,275  
Assignee: De Montfort University (GB)



### WHEEL RIM

Patent No.: D900,699  
Assignee: BBS GmbH (DE)

### BURIAL VAULT FLANGE

Patent No.: D894,522  
Assignee: Polyguard & Co., LLC (US)

### SYSTEM FOR PRODUCING AN AMERICAN PETROLEUM INSTITUTE STANDARDS GROUP III BASE STOCK FROM VACUUM GAS OIL

Patent No.: 10,723,961  
Assignee: Vertex Energy (US)

### CENTRALIZER SYSTEM

Patent No.: 10,590,717  
Assignee: Alaskan Energy Resources, Inc. (US)

Continued on page 10

## TRADEMARK CORNER

### ALL MIGHTY MIX

Registrant: Les Tourbières Berger Limitée (Canada Corp.)

### AMCC

### ADDITIVE MANUFACTURING COMPETENCE CENTER

(and Design)

Registrant: Beamit S.P.A.

### AMNRA ANORT

Registrant: Amor S.R.L. (Italy Società a Responsabilità Limitata)

### ARCADIA (and Design)

Registrant: Arcadia Earth LLC (Delaware Limited Liability Company)

### ARCUS (and Design)

Registrant: Mitsui Chemicals, Inc. (Japan Corp.)



### BARCHEMICALS (and Design)

Registrant: Marchi & Brevetti Interprise S.R.L. (Italy Società a Responsabilità Limitata)

### BASIC STITCH

Registrant: Orchard Yarn and Thread Company Inc., DBA Lion Brand Yarn Company

### BERTINGA

Registrant: Società Agricola Bertinga S.R.L. (Italy Limited Liability Company)

### BIRTHDAY LIFESTYLE

Registrant: Cake Rules Everything Around Me, LLC (Delaware Limited Liability Company)

### BLUECUP and Design

Registrant: Suzano Papel E Celulose S.A. (Brazil Corp.)

### BRINGING IMAGINATION TO LIGHT

Registrant: Altman Stage Lighting Co., Inc. (New York Corp.)

### CADDOCTOR

Registrant: Elysium Co., LTD. (Japan Limited Liability Company)

### CANTINA CAORSA

Registrant: Elysium Co., LTD. (Japan Limited Liability Company)

### CERRETO (and Design)

Registrant: Cerreto S.R.L. (Italy Limited Liability Company)

### CHORDSHIP

Registrant: Cerreto S.R.L. (Italy Limited Liability Company)

### CLOS DU MONT-OLIVET

Registrant: Le Clos Du Mont Olivet (France Société Par Actions Simplifiée (Sas))

### CS100

Registrant: Airbus Canada Limited Partnership (Canada LTD. Partnership)

### CUR SENS TECHNOLOGY

(and Design)  
Registrant: Tdk-Micronas GmbH (Germany GmbH)

### DAIKIN (and Design)

Registrant: Daikin Industries, LTD. (Japan Corp.)



### DEJA VU CANDLES

Registrant: Star Soap/Star Candle/Prayer Candle Co.,LLC (New York Limited Liability Company)



### DEXTER 360 X (and Design)

Registrant: Dexter-Russell, Inc. (Massachusetts Corp.)

### EASTERN JUNGLE GYM INC. (and Design)

Registrant: Eastern Jungle Gym, Inc. (New York Corp.)

### EMBEX (Stylized)

Registrant: Embex GmbH (Germany Limited Liability Company)

### ENDU (and Design)

Registrant: Engagigo Societa' a Responsabilita' Limitata (Italy Limited Liability Company)

### EXCEPTIONAL BY DESIGN

Registrant: Bombardier Inc. (Canada Corp.)

### EXPLOSION

Registrant: Cake Rules Everything Around Me, LLC (Delaware Limited Liability Company)

### FLOOR GRES (and Design)

Registrant: Florim Ceramiche - Società Per Azioni Società Benefit Abbreviabile in "Florim S.P.A. Sb" (Italy Società Per Azioni (Spa))

### GAMBAROTTA GSCHWENDT

Registrant: Gambarotta Gschwendt S.R.L. (Italy Limited Liability Company)

### HITZOZ

Registrant: Kabushiki Kaisha Mizkan Holdings (Japan Corp.)

### IAT

Registrant: Nippon Piston Ring Co., LTD. (Japan Corp.)

### JAL MILEAGE BANK

Registrant: Japan Airlines Co., LTD. (Japan Corp.)

### JSQ (and Design)

Registrant: Sumco Corporation (Japan Corp.)

### LIFE BEGINS IN THE GARDEN

Registrant: W. Atlee Burpee Company (Pennsylvania Corp.)

### LUCKY DOLPHIN

Registrant: Sega Sammy Creation Inc. (Japan Corp.)

### LUMIRICA

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

### MASSIVE MOUTH

Registrant: Toughbuilt Industries, Inc. (Nevada Corp.)

### MIGHTY MO

Registrant: Wolo Manufacturing Corp. (New York Corp.)

# Trademark Corner

Continued from page 8:

## **NENPEBUCA**

Registrant: Sumitomo Dainippon Pharma Co., LTD. (Japan Corp.)

## **OLIMP LABS**

Registrant: Olimp Laboratories Sp. Z O.O. (Poland Sp. Z O.O.)

## **ORGANIC GENERATION**

Registrant: Organic Generation, Inc. (California Corp.)

## **PALISADE**

Registrant: Hyundai Motor America (California Corp.)

## **PARMACOTTO (and Design)**

Registrant: Parmacotto S.P.A. (Italy Jt. Stock Co.)



## **PERFECT IODINE**

Registrant: Activation Products (Can) Inc. (Canada Corp.)

## **PIVOT MOTION FIT**

Registrant: Jvc Kenwood Corporation (Japan Corp.)

## **PONTE GIULIO (and Design)**

Registrant: Ponte Giulio S.P.A. (Italy)



## **PROJEX**

Registrant: Nsi International, Inc. (Delaware Corp.)

## **RIZMO**

Registrant: Tomy Company, LTD. (Japan Corp.)

## **SIAPI (Stylized)**

Registrant: Siapi S.R.L. (Italy Limited Liability Company)

## **SINCABUNAP**

Registrant: Sumitomo Dainippon

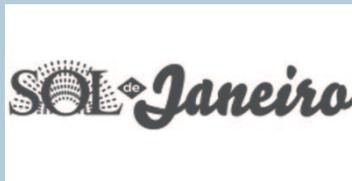
Pharma Co., LTD. (Japan Corp.)

## **SKIN LAB BY BSL (and Design)**

Registrant: Beauty Solutions, LTD. (New York Corp.)

## **SOL DE JANEIRO (and Design)**

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



## **SPEEDCLIP (Stylized)**

Registrant: Wellgo Pedal's Corp. (Taiwan Corp.)

## **SPINOR (Stylized)**

Registrant: Eqiom (France Société Par Actions Simplifiée (Sas))

## **SYNTEC (Stylized)**

Registrant: Syntec Technology (Suzhou) Co., LTD. (China Corp.)

## **THE BIG DIG (and Design)**

Registrant: Reeves International, Inc. (New Jersey Corp.)



## **THE SCIENCE OF HITTING THE INBOX**

Registrant: Socketlabs Acquisition, LLC (Pennsylvania Limited Liability Company)

## **TOTTO**

Registrant: Bio Labo Tutto Co., LTD. (Japan Corp.)

## **VERONESE BEATRICE**

Registrant: Azienda Agricola Veronese Beatrice Societa' Agricola Semplice (Italy Società Semplice (Ss))

## **VINTAGE ITALIA**

Registrant: Vintage Italia LLC (Florida Limited Liability Company)

## **ZENB**

Registrant: Kabushiki Kaisha Mizkan Holdings (Japan Corp.)

## **Design Only**

Registrant: Starcounter Ab (Sweden Aktiebolag (Ab))



## **Design Only**

Registrant: Syntec Technology (Suzhou) Co., LTD. (China Limited Liability Company)



## **Design Only**

Registrant: Dexter-Russell, Inc. (Massachusetts Corp.)



## **Design Only**

Registrant: Dahlicious LLC (Delaware Limited Liability Company)



## **Design Only**

Registrant: Morinaga & Co., LTD. (Japan Corp.)



## **Design Only**

Registrant: Yanmar Co., LTD. (Japan Corp.)



### THE FIRST STEP

Why You Want To Conduct A *Real* Trademark Search!



by **GEOFFREY I. LANDAU**, Managing Partner, Nolte Lackenbach Siegel

"Why do we have to find a new brand name?!"

"Our new lawyers say we have no choice."

"What are you talking about?!? We spent \$180,000 on marketing and promo, product packaging and about a dozen Internet domain names! L'infracton is our brand, we own it!"

"Well, not according to one of our competitors in Little Rock, Arkansas – or our new IP law firm."

The above nightmare scenario could have been avoided, if the good people at L'infracton had only done proper due diligence up front.

Seasoned companies and budding entrepreneurs know that they have a wealth of information available to them today, only clicks away on their iPads or laptops. But not all information is targeted, or helpful.

The inspiration for a really good brand name can come out of thin air. Turning it into a registered trademark, protecting it, owning it is another story.

There are many factors to consider when evaluating the safety and viability of a new brand name. Trademarks do not exist in a vacuum. They must be considered in the context of other brand names in the marketplace, in terms of sight, sound, and meaning. The legal touchstone for trademark infringement is likelihood of confusion.

Trademarks do not have to be identical for potentially expensive problems to arise. All that is necessary is that there be some credible likelihood that consumers may mistakenly confuse or associate your new brand name with that of a competitor.

In any given industry, there can be thousands and thousands of marks out there. Clients often try to be "creative", by using different spellings for otherwise phonetically

equivalent marks. Sometimes, that strategy can work. Other times, not. Sometimes, combining words with very highly stylized presentations, logos, or designs can be helpful. Other times, not. A brand name must be carefully assessed in terms of how it appears ["Sight"]; how it is likely pronounced ["Sound"]; and what idea or message it likely conveys ["Meaning"]. Most importantly, a brand name must be evaluated in the context of others that it may directly or even indirectly compete with.

Clients should be creative, and should also be willing to think outside the box. Oftentimes, the most novel brand names are newly-coined terms, or words that are not commonly associated with the product or service. An apple is a beautiful and delicious fruit. Historically, a student would present his or her teacher with an apple, as a sign of appreciation. Can you believe that there was actually a time when the public did not associate the word APPLE with computers, software, or communications technology?!? That is the power of a strong brand name!

Trademarks like APPLE are of course not born every day, and require substantial investment to earn the strength and goodwill that they carry. But every brand name has a mission, and every brand name must start somewhere.

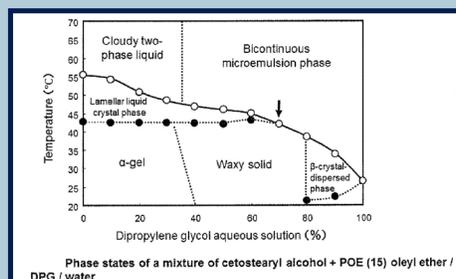
You can try to pull a brand name out of a hat. Proper and proactive research is a better starting point. Oh, by the way, L'infracton is French for "The Infringement." Sounds chic and sophisticated, but we would have advised that company to stay away from it for the meaning alone!

## PATENT CORNER

Continued from page 7:

### $\alpha$ - GEL - INTERMEDIATE COMPOSITION, AND PRODUCTION METHOD FOR $\alpha$ - GEL-CONTAINING O/W EMULSION COSMETIC USING SAID COMPOSITION

Patent No.: 10,835,460  
Assignee: Shiseido Company, Ltd. (JP)



### LOCKING APPARATUS FOR AN ADJUSTABLE BASKETBALL GOAL

Patent No.: 10,857,438  
Assignee: Mega Slam Hoops, LLC (US)

### CONTAINER

Patent No.: D906,119  
Assignee: Shiseido Company, Limited (JP)

### PRE-FRONTAL CORTEX PROCESSING DISORDER SPEECH GAIT AND LIMB IMPAIRMENTS TREATMENT

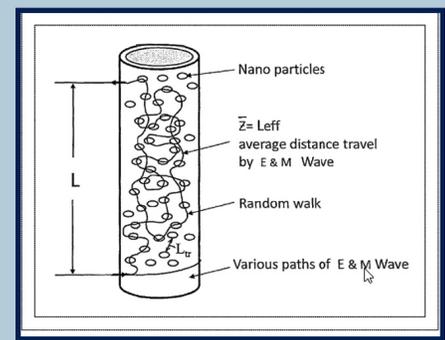
Patent No.: 10,834,891  
Assignee: Gilrose Pharmaceuticals, LLC (US)

### AUGMENTATION OF MECHANICAL PROPERTIES OF HIGH PRESSURE PIPE

Patent No.: 10,830,383  
Assignee: Turtle Two Gun Pipe and Welding LLC (US)

### RANDOM WALK MAGNETIC DIELECTRIC ANTENNA TO GENERATE BRILLOUIN AND SOMMERFELD PRECURSORS

Patent No.: 10,680,334  
Assignee: Robert Alfano (US)



### FLOSS HEAD

Patent No.: D901,777  
Assignee: Allstar Marketing Group, LLC (US)

### PEN

Patent No.: D901,586  
Assignee: Mitsubishi Pencil Company, Limited (JP)

### LABEL PRINTER

Patent No.: D900,212  
Assignee: Sato Holdings Kabushiki Kaisha (JP)

# 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 Partner** | 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** | 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

## 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

**Rosemarie Tofano**

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As Managing Partner of Foreign Trademarks Ms. Tofano counsels clients through all aspects of developing and maintaining their international trademark portfolios and oversees the enforcement of international trademark rights for the firm's clients, through opposition and cancellation proceedings, as well as, foreign court actions in over 200 trademark jurisdictions. She also counsels clients on trademark title and security interest issues, custom surveillance and enforcement matters and domain name registration conflicts and strategies.

**Managing Partner Foreign Trademarks** | International Trademark Filing; Prosecution; Maintenance and Enforcement; International Trademark Portfolio Management and Counseling

**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

**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)

**Geoffrey I. Landau**

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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



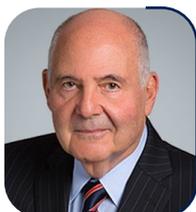
Eileen DeVries practices in the Trademark and Litigation Departments. She is involved in representing and counseling various companies in connection with their intellectual property portfolios, the protection of intellectual property rights, and the use of federal trademark registrations. She assists 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

**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; 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.

**Patents & Litigation**

Intellectual Property, Trademark, Trademark Licensing

**Lucas Mikeska**

LMikeska@NLS.LAW



Lucas Mikeska has expertise in varied industries including oil and gas, finance, semiconductors, and software related technologies. He uses his business knowledge and technological expertise to assist companies in developing protectable intellectual property assets. His practice focuses on all aspects of intellectual property, including patent, trademark, copyright, and trade secret matters.

**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

**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**

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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



**Ira Stickler**

IStickler@NLS.LAW

Ira Stickler's practice focuses on various aspects of intellectual property law. His experience spans a wide range of technologies including medical devices, consumer electronics, and software, having prosecuted hundreds of patent applications over the course of his career. His clients have ranged from major medical device companies to solo inventors. As part of his practice, Mr. Stickler has helped clients develop patent portfolios and has assisted clients in negotiating settlement and license agreements for their intellectual property. Mr. Stickler has experience providing clients with patentability, patent infringement and freedom to operate opinions.

**Patent Department**

US and International Patent Preparation, Medical Devices, Consumer Electronics, and Software Technologies



**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

**Paralegal Team**



**Shellie Bailey**

SBailey@NLS.LAW

- International patents
- Domestic patents



**Gina Cancellaro**

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- International trademarks
- Prosecution and maintenance
- Documents and assignments



**Judy Hart**

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



**Kim Hassiak**

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- Domestic trademarks
- Prosecution and maintenance
- Documents and assignments



**Stacy Lanier-Wilson**

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- Head paralegal
- International and domestic patents
- Patent docketing



**Jessica Ramirez**

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



**Erin Casey**

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- Domestic trademarks
- Prosecution and maintenance
- Documents and assignments



**WOULD YOU LIKE TO KNOW MORE?**

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# The NLS Advantage



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97

YEARS OF INTELLECTUAL  
PROPERTY LAW

Partners To Industry

**Nolte Lackenbach Siegel (NLS) is a venerable intellectual property law firm with a national footprint and an international client base.**

For 97 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 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 firm's 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 suburban 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.



INTELLECTUAL  
PROPERTY  
ATTORNEYS

NEW YORK  
HOUSTON  
PALO ALTO  
AUSTIN  
BOSTON

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28 Hamilton Ave. *Palo Alto, California 94301*  
7600 Chevy Chase Dr. Ste 300 *Austin, Texas, 78752*  
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