

In This Issue

Page 1:

Three, Two, One... Zero!

Amazon Blasts Counterfeits

U.S. Patent and Trademark Office Statistics

Featured Patents and Trademarks

Page 2:

Three, Two, One... Zero! Cont.

Sidebar: Project Zero Registration

Article: "It's NOT the real thing"

Page 3:

Article: Alice - The Uncertainty Continues

Sidebar: U.S. Patent and Trademark Statistics

Page 4, 5, 6, 7:

Patents and Trademarks

Page 8, 9, 10, 11:

ATTORNEYS and Paralegals

Page 12:

THE LACKENBACH ADVANTAGE Since 1923

Featured
PATENTS AND TRADEMARKS
*recently issued to
Lackebach Siegel clients*

United States Patent Number:

10,173,283

**METHOD FOR HEAT
TREATING A TOOL**

A method for heat treating a hand tool wherein generally conical or pyramidal shaped laser beams are generated and have respective apexes or focal points of different thermal energies operably disposed with respect to differently configured portions and masses of the hand tool for simultaneous different effective heat treatment.

Continued on page 4

Three, Two, One... Zero!

Amazon Blasts Counterfeits

For trademark owners, an Amazon program may bring some hope of attacking, if not solving, the problem of counterfeiting. **The program – optimistically dubbed “Project Zero”** because it aims to reduce counterfeits on its platform to zero – allows trademark owners themselves to remove counterfeit products from the Amazon site. Until now, trademark owners had to go through a process of reporting suspected counterfeits to Amazon, which would then conduct an internal investigation before removing counterfeits. The process, as brand owners know, has been time-consuming, burdensome and costly, and all too often ineffective.

Amazon tested its pilot program with several brands. It will now be expanded and offered to others, and eventually be made available to all brand owners, according to Amazon. If the program is as effective as indicated by early Amazon reports, removing counterfeits before

items are even offered for sale should make trademark enforcement much more effective – 100 times more effective than removing reported counterfeits already online, according to Amazon. **A downside is that registering trademarks with Amazon under “Project Zero”** will be even more complicated than under the present Brand Registry system.

The first requirement is that the trademark owner must be enrolled in the Amazon “Brand Registry.” And only registered trademarks are eligible for participation in Project Zero. Regrettably, the program is presently by invitation only, and Amazon states that it will designate only selected brands. Reported trademark owners already participating in the project include Vera Bradley, Thunderworks, Kenu and ChomChom Roller. Trademark owners can join a waiting list at <https://brandservices.amazon.com/projectzero/waitlist> and will be notified when they can participate.

Continued on Page 2

U.S. Patent and Trademark Office Statistics

The United States Trademark Office had 638,847 trademark applications (number of classes) filed in 2018, which represents a 7.5% increase from 2017. In 2018, the average number of months before first examination was 3.4 months, while the average number of months to obtain a trademark was 9.6 months. The percentage of first office actions consistent with the quality standards established by the Trademark Office was 96.9%. The percentage of trademark applications processed electronically was 87.9%. Of the 50 states, California received the most registered trademarks (38,608) in 2018. Of all foreign countries, China (mainland) received the most registered trademarks (38,399), which is a 61% increase over the prior year.

Continued in sidebar on page 3

Lackebach Siegel *today* and Since 1923

Three, Two, One... Zero!

Amazon Blasts Counterfeits

Continued from Page 1

The program entails designating products for removal, providing their trademarks, including logos and other designs. Amazon states that it will scan its listings each day, about five billion of them, to identify likely counterfeits. In addition, trademark owners themselves are able to access a search portal online. When a suspected counterfeit is spotted, the trademark owner can remove the product – or the seller – electronically – with a click. Machine learning incorporates this owner-initiated removal information, increasing the accuracy of the automated systems now in place that scan the attempted uploads to the Amazon site and remove items that appear to be counterfeits.

Amazon states that it is also urging trademark owners to aim for a high rate of accuracy in its listings in order to maintain their Project Zero privileges. To that end, Amazon is running training sessions that are required for enrollment. In addition, it says that it will monitor use of the project to prevent misuse of the removal tool.

According to Amazon, the best anti-counterfeiting results are achieved when trademark owners serialize their products. The system generates serialized barcodes for products, by individual units. As part of the manufacturing process, trademark owners then print the new barcodes directly onto their product packaging, or they may attach a sticker bearing the barcode to the product. The new bar code makes it easier to check products for authenticity in Amazon warehouses. And when a product using the serialization service is ordered on Amazon, Amazon can scan and verify the authenticity of the item. The pilot project, according to Amazon, showed that serialization allowed Amazon to detect counterfeits before they shipped to customers. Product serialization is not required, however, and trademark owners may serialize some but not all of their products.

Although it is free to enroll in the new Amazon anti-counterfeiting program (once one is invited, that is), to have access to the automated systems,

and to use the counterfeit removal tool, the cost for using the product serialization service ranges between one and five cents per unit, based on volume.

Current participants have rated the program as “very effective,” “an insurance policy,” and “a game changer,” and one company believes that its “counterfeit problem has nearly disappeared,” according to Amazon. But only time will tell whether or not owners of trademarks will find that Project Zero can live up to its name.

U.S. Federal Trademark Registration Required

Companies will not have to read much of the fine print about Amazon’s Project Zero to discover that the first requirement for participation – even signing on to the waiting list – is federal registration of its trademarks with the U.S. Patent and Trademark Office.

The Project Zero program requirement lengthens the already long list of advantages of U.S. trademark registration, including:

- o the right to use the registered trademark symbol: ®;
- o the right to file a trademark infringement lawsuit in federal court;
- o the ability to obtain significant monetary remedies and possibly attorney’s fees in an infringement action, not otherwise available;
- o the ability to record with US Customs, including the possibility of seizure of counterfeit goods ;
- o legal presumptions, including validity, ownership, right to use, and incontestability; and
- o a bar to the registration of another confusingly similar mark, among many others.

Federal registration of your trademarks as well as securing international patents, is now more important than ever, to protect your important rights. If your trademarks are not already registered in the U.S., consult us soon, so we can guide you in the process. There is no good reason NOT to have your valuable trademarks registered.

The Upswing Continues

Alice - an update for 2019 – The Uncertainty Continues

The US Supreme Court's decision rendered five years ago, *Alice Corp. v. CLS Bank Int'l* (known as "*Alice*") needs little introduction. In *Alice*, the Supreme Court raised the patentability eligibility standard for (mostly) computer-implemented inventions under 35 U.S.C. §101. The Supreme Court ruled that implementing an abstract idea on a computer is insufficient to transform that idea into patentable subject matter. At that time, one Supreme Court justice considered *Alice* a "minor case" in following its prior §101 framework.

But the reality has been the opposite. *Alice* has been a large disruptive force in patentability determinations under § 101. Some commenters note that in the first month and a half following *Alice's* release, 830 patent applications were withdrawn. At *Alice's* one-year anniversary (2015), lower courts applied *Alice* to invalidate or reject software-based patent claims at an average invalidation rate of 82.9%. At *Alice's* two-year mark (2016), an average cumulative invalidation rate was 78.2%. Near the five-year mark (early 2019), the average cumulative invalidation rate was 56.2%, with 76.3% at the Federal Circuit level (even after granting).

On balance, the data confirm that §101 plays a critical role in the examination of all software and medical diagnostics patents. At the five-year mark (June 2019) after the *Alice* decision, the role of subject matter eligibility remains a big issue in a large share of cases not only at their outset but among applications that go abandoned through the last office action. Unfortunately, patentees cannot tell before they file whether or not their invention will be considered patent-eligible under §101. Many practitioners note that patent-eligibility under §101 depends not on the merits of the invention but in what Art Unit the application is placed or which Examiner is selected. Such uncertainty damages the goal of predictability of the patent system. Inevitably, there is a disconnect between USPTO

practice and the many diverse Court decisions. The USPTO's approach does not reconcile with the *Alice* cases. Recently, the USPTO Eligibility Examination Practice has taken a broader view of eligibility than the Supreme Court.

In January 2019, the PTO published a set of Patent Eligibility Guidance (2019 PEG). Then again on October 17, 2019, the PTO released a new set of revisions based upon public comments.



"All USPTO personnel are expected to follow the guidance." (October 2019 PEG Update).

The January 2019 PEG particularly limits "abstract ideas" to three groupings: Mathematical Concepts; Methods of Organizing Human Activity; and Mental Processes.

Under the guidance, claims that do not recite matter within one of these three groups "should not [ordinarily] be treated as reciting abstract ideas" except in "rare circumstance." Even if a patent claim recites elements within one of these groupings, the 2019 PEG also makes clear that the claim should not be deemed "directed to" an abstract idea under *Alice* Step 1 if the judicial exception is "integrated into a practical application of that exception." The October 2019 PEG Update provides:

- (i) What does it mean to "recite a judicial exception?" (Answer: "recite" includes implicit "description" in the claim)
- (ii) What are the abstract idea "groupings?" (Answer: Mathematical concepts, Methods of Organizing Human Behavior, and Mental Processes)
- (iii) What if an examiner thinks that a claim recites an abstract idea that doesn't fit in the grouping? (Answer: This must be approved by the TC Director)
- (iv) How does an examiner establish a prima facie case of ineligibility? (Answer: Identify the particular claim limitations that recite an abstract idea and explain its grouping)

US and PCT Patent Statistics Increased Filings

Continued from Page 1

For 2018, the total number of patent applications were relatively unchanged from 2017. The total of 643,349 is down 1.1% from the 650,350 applications filed in 2017. Of the patent applications that were filed, 595,683 were utility patent applications. Total issued utility patents for 2018 numbered 306,909, which is a decrease of 2.7% from 2017. Design patents decreased 2.7% while reissue patents increased 31% as compared to 2017.

Of the utility patents issued in 2018, 2.48% (14,773) were micro entity, 19.86% (118,302) were small entity, and 77.66% (462,607) were large entity. Within the United States, California once again received the most issued patents (43,899) in 2018. Of all foreign countries, Japan received the most issued patents (50,020) in 2018.

The average number of months to obtain a patent was 23.8 months and 15.6 months to obtain a first action. The wait times varied based on the technology area: Biotechnology and organic chemistry had an average wait time of 12.5 months to first action, and an average total pendency of 22.9 months. Computer architecture had an average wait time of 19.4 months to first action, and an average total pendency of 28.4 months. Networks, multiplexing, cable and security generally waited 15.9 months to first action, and had an average total pendency of 25.3 months. Methods relating to transportation, construction, agriculture, and e-commerce (business methods) had an average wait time of 18.2 months to first action, and an average total pendency of 25.8 months. Mechanical Products had an average wait time of 19.0 months to first action, and an average total pendency of 28.4 months.

Patent Cooperation Treaty (PCT) filings for 2018 saw an increase in the total filings of 3.9% to 253,000 patent applications. The US once again led the way with the number of applications (21.9%), which is 55,330 of the applications that were filed. China accounted for 21.8%, Japan 19.2%, EPO 15.0%, South Korea 6.7%, International Bureau 6.0%, the U.K. 1.5%, and Canada 1.4%. Turkey saw the largest increase in the number of PCT filings with a 44.5% increase. The top three PCT applicants were: Huawei Technologies Co., LTD., Mitsubishi Electric Corporation, and Intel Corporation.

Patents, Trademarks, Copyrights

PATENT CORNER

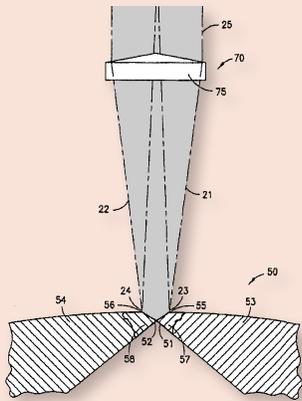
Continued from Page 1

METHOD FOR HEAT TREATING A TOOL

United States Patent Number:
10,173,283

Date of Patent
January 8, 2019

Assignee:
Channellock Inc. (US)



Notable, Recent LS Patents

RAIN INDUCED BY SUPERCONTINUUM LASER BEAMS

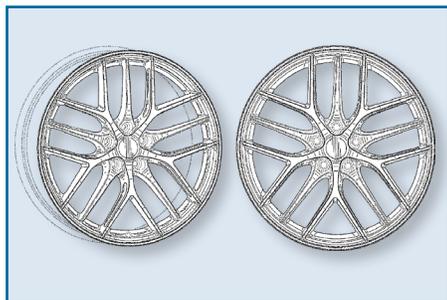
Patent No.: 10,375,900
Assignee: Robert Alfano (US)

WATER-IN-OIL TYPE EMULSION COSMETIC

Patent No.: 10,335,362
Assignee: Shiseido Company, Ltd. (JP)

WHEEL RIM

Patent No.: D851,007
Assignee: ABBS GmbH (DE)



BUCKLE-TYPE LAMP HOLDER

Patent No.: 10,236,644
Assignee: Ningbo Yamao Optoelectronics Co., Ltd. (CN)

ADJUSTABLE FURNITURE

Patent No.: 10,334,951
Assignee: Dewertonkin GmbH (DE)

DISINFECTING APPARATUS DEVICE

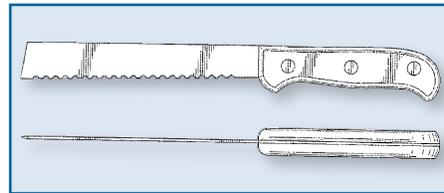
Patent No.: 10,307,504
Assignee: SteriLumen, Inc. (US)

GRILL COOKING DEVICE

Patent No.: 10,173,185
Assignee: Dabble Ventures, LLC (US)

BAR KNIFE

Patent No.: D845,720
Assignee: Dexter-Russell, Inc. (US)



ROTATABLE BRIM CAP WITH STABILIZED TRACK TRANSITION INTERFACE

Patent No.: 10,362,825
Assignee: Clayton Judge (US)

MOBILE PHONE

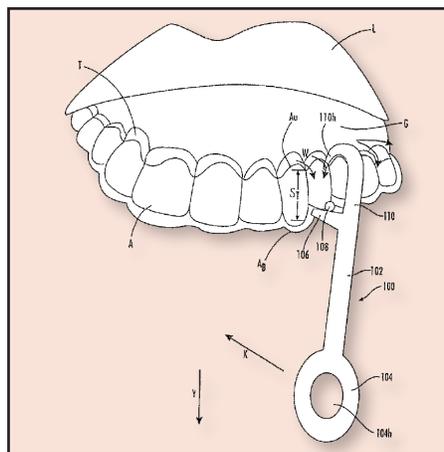
Patent No.: 10,334,092
Assignee: Toughbuilt Industries, Inc. (US)

ANGLE-ADJUSTABLE LAMP

Patent No.: 10,215,374
Assignee: Ningbo Yamao Optoelectronics Co., Ltd. (CN)

TOOTH ALIGNER REMOVAL DEVICE

Patent No.: 10,307,223
Assignee: Ross E. Aronson (US)



MUNITIONS WITH INCREASED INITIAL VELOCITY PROJECTILE

Patent No.: 10,302,402
Assignee: Itai Achiaz (US)

FISHING LURE SYSTEMS AND KIT HAVING REPLACEABLE FEATURES AND CONSTRUCTION

Patent No.: 10,258,024
Assignee: Jeffrey J. Mancini (US)

LENS COVER

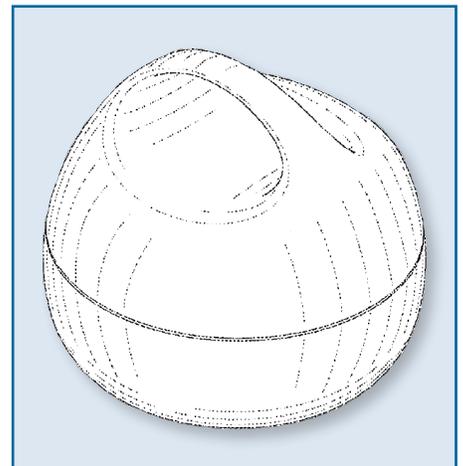
Patent No.: D840,093
Assignee: Wolo Mfg. Corp. (US)

SHOE BUMPER

Patent No.: D851,874
Assignee: J.M. Promotions, Inc. (US)

CONTAINER

Patent No.: D840,822
Assignee: Shiseido Company, Limited (JP)



RESONANT STIMULATED RAMAN SCATTERING MICROSCOPE

Patent No.: 10,281,331
Assignee: Robert Alfano (US); Lingyan Shi (US)

ROBOT VOICE DIRECTION-SEEKING TURNING SYSTEM AND METHOD

Patent No.: 10,343,287
Assignee: Yutou Technology (Hangzhou) Co., Ltd. (CN)

WIRE CLAMPING-TYPE CONNECTION STRUCTURE BETWEEN POWER SUPPLY AND LIGHT SOURCE BOARD

Patent No.: 10,288,273
Assignee: Ningbo Yamao Optoelectronics Co., Ltd. (CN)

DEVICE, METHOD, AND A KIT FOR RETROFITTING A TRIMMED RECESSED LIGHT FIXTURE FOR INSTALLATION OF A TRIMLESS RECESSED LIGHT FIXTURE

Patent No.: 10,247,371
Assignee: Juna Construction, Inc. (US)

Domain Names, Internet and Advertising

TRADEMARK CORNER

Notable, recent LS Trademarks

32 DUMAS and Design

Registrant: Rousselon Freres Et Cie (France)

AIR-NEX

Registrant: Mahle Aftermarket Italy S.P.A. (Italy)

ALMA BY SFERRA

Registrant: Sferra Fine Linens, LLC (USA)

AEROPLAN and Design

Registrant: Aeroplan Inc. (Canada)



AMINO MASON

Registrant: Cosme Company Co., Ltd. (Japan)

ARIA CODE

Registrant: New York Public Radio (USA)

BARNIER

Registrant: Bonbons Barnier (France)

BEAUTIFUL YOU

Registrant: Orchard Yarn and Thread Company DBA Lion Brand Yarn Company (USA)

BEIGNET BOX

Registrant: Sugar Shack Holdings LLC (USA)

BEQUISA and Design

Registrant: Bequisa Indústria Química do Brazil Ltda. (Brazil)

BREYER and Design

Registrant: Reeves International, Inc. (USA)



CREATIVE ROOTS and Design

Registrant: Horizon Group USA, Inc. (USA)



BETTER FINISH and Design

Registrant: Hyde Tools, Inc. (USA)

BEYOND PERFORMANCE

Registrant: Maxamcorp Holdings, S.L. (Spain)

BIG LOADER

Registrant: Tomy Company, Ltd. (Japan)

BORDIGNON and Design

Registrant: Bordignon Trading S.R.L. (Italy)

BRAZILIAN BUM BUM

Registrant: Sol de Janeiro IP, Inc. (USA)

BUILT STRONG

Registrant: Channellock, Inc. (USA)

BUZZWORTHY

Registrant: W. Atlee Burpee Company (USA)

CRUDODOLCE and Design

Registrant: Parmacotto S.P.A. (Italy)



CELTIC GOURMET

Registrant: Seven Nation Food Company, Inc. (USA)

DIAEDGE and Design

Registrant: Mitsubishi Materials Corporation (Japan)



CLUSTERING BASE

Registrant: Fujitsu Limited (Japan)

COMPRESS-X

Registrant: Everlast World's Boxing Headquarters Corp. (USA)

HU and Design

Registrant: Hu Master Holdings LLC (USA)



CORE GASIFICATION TECHNOLOGY and Design

Registrant: Mitsubishi Hitachi Power Systems, Ltd. (Japan)

DATAART and Design

Registrant: Dataart Enterprises, Inc. (USA)

DING DONG CITY

Registrant: Wolo Manufacturing Corp. (USA)

DO-GOOD ELF

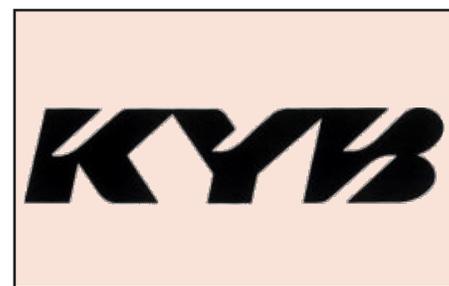
Registrant: Ugroupmedia Inc. (Canada)

DOM PACELLO

Registrant: Grandes Distilleries Peureux (France)

KYB (Stylized)

Registrant: KYB Corporation (Japan)



EAT THE FUTURE

Registrant: Kabushiki Kaisha Mizkan Holdings (Japan)

ELERHYS

Registrant: Toray Industries, Inc. (Japan)

EMPACK

Registrant: Semikron International GmbH (Germany)

EUCAPET

Registrant: Suzano Papel e Celulos S.A. (Brazil)

Continued on Page 7

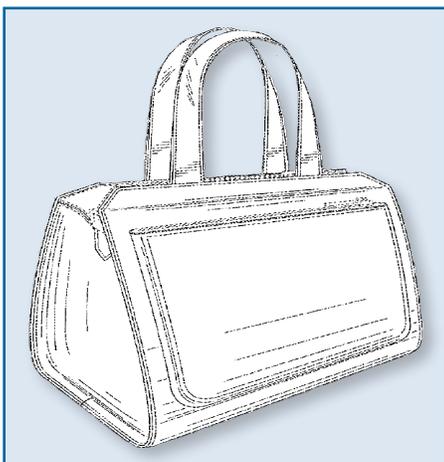
More Patents

PATENT CORNER

Continued from Page 4: Patent Corner

HANDBAG

Patent No.: D851,926
Assignee: Valextra S.p.A. (IT)



FASTENING AND/OR LOCKING SYSTEM

Patent No.: 10,220,902
Assignee: Ortlieb Sportartikel GmbH (DE)

WATER-BASED COSMETIC

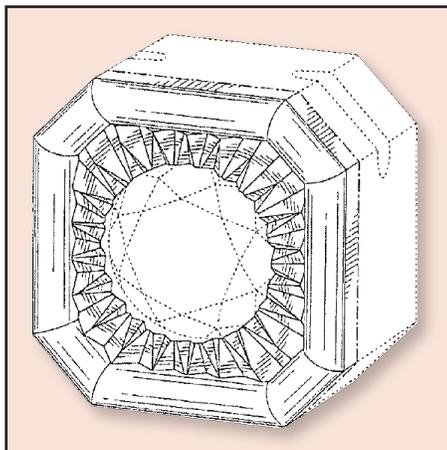
Patent No.: 10,300,008
Assignee: Shiseido Company, Ltd. (JP)

OPTICAL COUPLING MODULE USING A PRISM MIRROR TO OBTAIN PARALLEL BEAMS

Patent No.: 10,180,583
Assignee: Shimadzu Corporation (JP)

JEWEL SETTING

Patent No.: D851,534
Assignee: Jewelex New York, Ltd. (US)



PENDANT LIGHT FIXTURE

Patent No.: D852,401
Assignee: Tourmaline Design LLC (US)

TORQUE TRANSMISSION COUPLING FOR POWER TOOLS

Patent No.: D843,805
Assignee: Ogura & Co., Ltd. (JP)

BUTTER CONTAINER

Patent No.: D847,581
Assignee: Allstar Marketing Group, LLC (US)

MULTI-CAVITY BLISTER PACKAGE WITH INDIVIDUALLY ACCESSIBLE PRODUCT WINDOWS

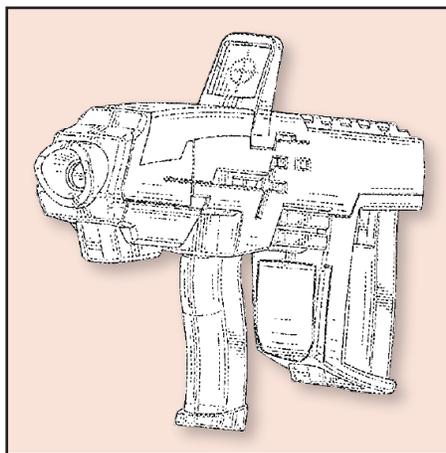
Patent No.: 10,246,237
Assignee: Jeffrey Popkin (US)

POWER SEMICONDUCTOR DEVICE COMPRISING A SUBSTRATE AND LOAD CURRENT TERMINAL ELEMENTS

Patent No.: 10,312,213
Assignee: Semikron Elektronik GmbH & Co. KG (DE)

GAME EMITTER

Patent No.: D845,302
Assignee: NSI International, Inc. (US)



BAG STRAP

Patent No.: D853,729
Assignee: Litty Bird Inc. (US)

RADIATION DETECTOR AND RADIATION IMAGING DEVICE COMPRISING SAME

Patent No.: 10,175,366
Assignee: Shimadzu Corporation (JP)

COOKING SPLATTER DEVICE

Patent No.: D850,847
Assignee: Gowanus Kitchen Lab, LLC (US)

NEAR INFRARED PHOTONIC PROSTATOSCOPY ANALYZER

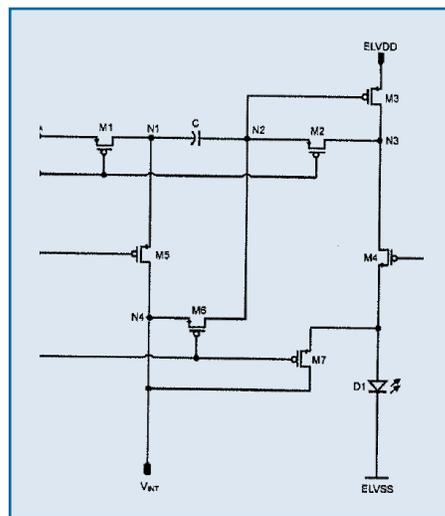
Patent No.: 10,362,983
Assignee: Robert R. Alfano et al. (US)

MEASURING TOOL OF BODY SIZE

Patent No.: D856,171
Assignee: Start Today Co., LTD (JP)

PIXEL COMPENSATING CIRCUIT

Patent No.: 10,360,848
Assignees: Everdisplay Optronics (Shanghai) Limited (CN)



SLEEVE WITH A DETACHABLE PANEL FOR ANIMALS

Patent No.: D838,058
Assignee: Hidez PTY Limited (AU)

FOLDING AND UNFOLDING MECHANISM

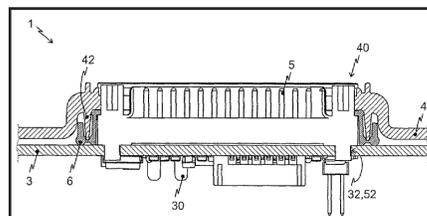
Patent No.: 10,337,555
Assignee: Shanghai Hingwah Honeycomb Technology Development Co., Ltd. (CN)

GESTURE DETECTION AND RECOGNITION METHOD AND SYSTEM

Patent No.: 10,318,800
Assignee: Yutou Technology (Hangzhou) Co., Ltd. (CN)

POWER ELECTRONIC ARRANGEMENT COMPRISING A COMMUNICATION DEVICE

Patent No.: 10,270,202
Assignee: Semikron Elektronik GmbH (DE)



α -GEL-INTERMEDIATE COMPOSITION AND PRODUCTION METHOD FOR α -GEL-CONTAINING O/W EMULSION COSMETIC USING SAID COMPOSITION

Patent No.: 10,231,909
Assignee: Shiseido Company, LTD. (JP)

More Trademarks

TRADEMARK CORNER

Continued from Page 5: Trademark Corner

LOGRES and Design

Registrant: Aiming Inc. (Japan)



FIPAL

Registrant: Fipal S.R.L. (Italy)

FLOWER BY NINA (Stylized)

Registrant: Nina Footwear Corp. (USA)

GAKKEN

Registrant: Fujitsu Limited (Japan)

LOVEANDPRIDE and Design

Registrant: Love & Pride, LLC (USA)



GTS ILLUMINATOR

Registrant: Global Trading Systems, LLC (USA)

IDE@SCREEN

Registrant: Takasago International Corporation (Japan)

I'M HUNGRY VR

Registrant: Shanghai Wishing Entertainment Ltd. (China)

MAXAM (Stylized)

Registrant: Maxamcorp Holdings, S.L. (Spain)



JAPAN SUPER QUARTZ

Registrant: Sumco Corporation (Japan)

UNIMA

Registrant: Unima Europe S.A.M. "Patino Palaca" B4B (Monaco)

JUVABITE

Registrant: Gelro, LLC (USA)

LEGENDER

Registrant: Okamura Corporation (Japan)

LOVEANDPRODE

Registrant: Love & Pride, LLC (USA)

MANDARINA DUCK

Registrant: Mandarina Duck S.P.A. (Italy)

MONCARLINO

Registrant: Imos/Wilson Beauty Innovations LLC (USA)

PIXIV (Stylized)

Registrant: Pixiv Inc. (Japan)



MOONLIGHT TREASURE

Registrant: Sega Sammy Creation Inc. (Japan)

MUSPAGDU

Registrant: Taiho Pharmaceutical Co., Ltd. (Japan)

SKIDZ (Stylized)

Registrant: Skidz NYC, LLC (USA)



NCSIMUL

Registrant: Spring Technologies (France)

NITRBLACK

Registrant: Mitsubishi Materials Electronic Chemicals Co., Ltd. (Japan)

ON THE SURFACE

Registrant: Horizon Group USA, Inc. (USA)

PIT GROUP

Registrant: FPIInnovations (Canada)

QA MEDIVISOR AGENT and Design

Registrant: JVC Kenwood Corporation (Japan)

TEKNIKA BY SILGA and Design

Registrant: Silga S.P.A. (Italy)



ROGER PRADIER

Registrant: Eclairage Roger Pradier (France)

SULIS

Registrant: E-Therapeutics PLC (United Kingdom)

TORAYCA and Design

Registrant: Toray Industries, Inc. (Japan)



KYOROCHAN Logo

Registrant: Morinaga & Co., Ltd. (Japan)



SUSHI LAB

Registrant: Logans Sanctuary LLC (USA)

TECHNOPREF

Registrant: Technopref Industries Inc. (USA)

THE WIZARD TRIAL and Design

Registrant: Sumitomo Dainippon Pharma Co., Ltd. (Japan)

YANMAR (Stylized)

Registrant: Yanmar Co., Ltd. (Japan)



Your Partners To Industry



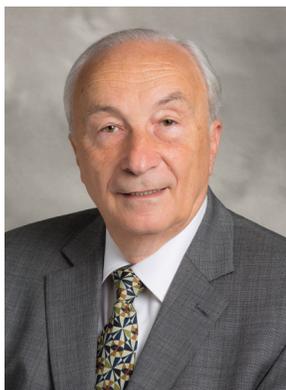
Howard N. Aronson

HAronson@Lackebach.com

Firm Management and Trademark Department

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

As Managing Partner of the firm for almost two decades, Mr. Aronson is responsible for significant transformations within the firm. Starting with Lackebach 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.



Myron Greenspan

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Patent Department

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

As the head of the Patent Department, Mr. Greenspan has had primary responsibility for overseeing the department for over two decades – focusing on patent prosecution, strategy, IP portfolio management and litigation. He has counseled clients in connection with numerous areas of IP including licensing, patent validity and infringement issues, international patent prosecution, enforcement and licensing, litigation and appeals in the federal courts. He has lectured extensively on topics of Intellectual Property throughout Russia and litigated patent cases in the US, UK and France.



Rosemarie B. Tofano

RTofano@Lackebach.com

Trademark Department

International Trademark Filing, Prosecution, Maintenance and Enforcement; International Trademark Portfolio Management and Counseling

Rosemarie Tofano heads the firm's International Trademark Department. With over 25 years of experience in the Intellectual Property field, Ms. Tofano counsels clients through all aspects of developing and maintaining their international trademark portfolios. Ms. Tofano not only advises clients on the searching and availability of international trademarks, but also on strategies for growing and protecting their brands worldwide, enforcement of international trademark rights, as well as court actions in over 200 trademark jurisdictions.



Robert B. Golden

RGolden@Lackebach.com

Litigation and Licensing Departments

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

Rob Golden heads the firm's Litigation and Licensing Departments. On the litigation front, Mr. Golden has handled 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 has particular expertise in damage issues and trade dress protection.

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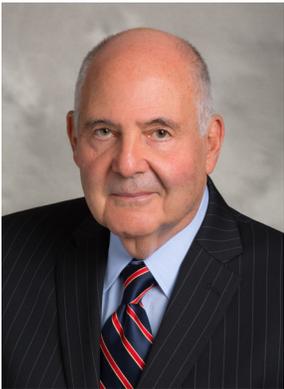
Geoffrey I. Landau

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Trademark Department

US Trademark Searching, Clearance and Opinions; Trademark and Branding Counseling

As head of the firm's U.S. Trademark Search Department, Mr. Landau is responsible for providing advice and counseling to clients seeking to adopt and protect new trademarks (brand names, sound marks, designs, logos, etc.) in the U.S. market. His department provides guidance and formal legal opinions that are the "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. Under the tutelage of Mr. Landau, the Search Department also evaluates marks for connotative interpretation.



Marvin Feldman

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Patent Department

US and International Patent Preparation, Filing and Prosecution; IP Counseling

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. Notably, after the Peoples' Republic of China enacted patent laws, the government of China invited Mr. Feldman to lecture on patent principles and practice throughout China.



Nancy D. Chapman

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Trademark Department

US Trademark Filing, Prosecution and Maintenance; US Trademark Portfolio Management and Counseling

As the senior U.S. Trademark attorney, Nancy Dwyer Chapman is responsible for application preparation and filing, application prosecution, and registration maintenance matters. Ms. Chapman has been a trademark attorney for more than 40 years. She previously was in-house trademark counsel at The Procter & Gamble Company, PepsiCo, Inc. and the Bristol-Myers Squibb Company. She is the author of numerous articles on trademark issues and has spoken at conferences in the United States and Europe on matters of interest to the trademark bar.



Jeffrey Rollings

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Copyright and Litigation Departments

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

Jeffrey Rollings is the chair of the firm's Copyright Department, as well as a member of the Litigation and Licensing Departments. Mr. Rollings oversees all of the firm's copyright registration matters, and has handled several complex appeals of refusals to register by the Copyright Office. He has litigated copyright cases in many federal courts, and also litigates many of the firm's trademark, trade dress, trade secret, and patent cases, in both state and federal courts.



Cathy E. Shore-Sirotin

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Advertising and Litigation Departments

Advertising, Labeling, and Sweepstakes Review and Counseling; U.S. Federal Court and Trademark Office Litigation; IP Acquisition/Diligence

As head of the Advertising Department, Ms. Cathy Shore-Sirotin is responsible for counseling clients and reviewing their advertising, catalogs and promotional materials, including sweepstakes, contests, coupons, and other promotions. Ms. Shore-Sirotin is also a member of the Litigation Department, and handles actions in federal courts throughout the country and before the Trademark Trial and Appeal Board of the U.S. Patent and Trademark Office.



Andrew F. Young

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Patent Department

Global Patent Preparation, Filing and Prosecution; Acquisition and Defense; IP Counseling; Clearance and Infringement

As the supervising patent counsel in the department, Mr. Young has primary responsibility for acquisition, exploitation, management and enforcement of patents internationally, as well as international risk and strategy assessment on behalf of firm clients. His experience includes intellectual property licensing, confidentiality management, patent opinions and clearance, international patent portfolio management and preservation of technology for a wide variety of clients.



Eileen C. DeVries

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Trademark and Litigation Departments

Trademark Counseling; US Federal Court and Trademark Office Litigation; US Trademark Searching and Clearance

As Counsel to the Trademark, Search and Litigation Departments, Ms. DeVries is involved in representing and counseling clients in connection with their intellectual property portfolios. In the Search Department, her background in litigation allows her to identify issues in trademark clearance that help clients avoid potential conflicts and also to promote their marks effectively. Ms. DeVries also works with the litigation team in federal district courts and before the United States Trademark Trial and Appeal Board.



Lindsey S. Leibowitz

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Trademark Department

U.S. Trademark Filing, Prosecution and Maintenance; U.S. Trademark Searching and Clearing; U.S. Trademark Portfolio Management

As a member of the Trademark Department with almost two decades of experience, 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.



Ira Stickler

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Patent Department

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

As a member of the Patent Department, Mr. Stickler's focus is on filing and prosecution. 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. He is responsible for advising major medical device companies as well as solo inventors.

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US Trademark Post Registration Renewal; Proof of Use; Specimen Acquisition; Company Name and Corporate Status Diligence; and Docket and Status Reports



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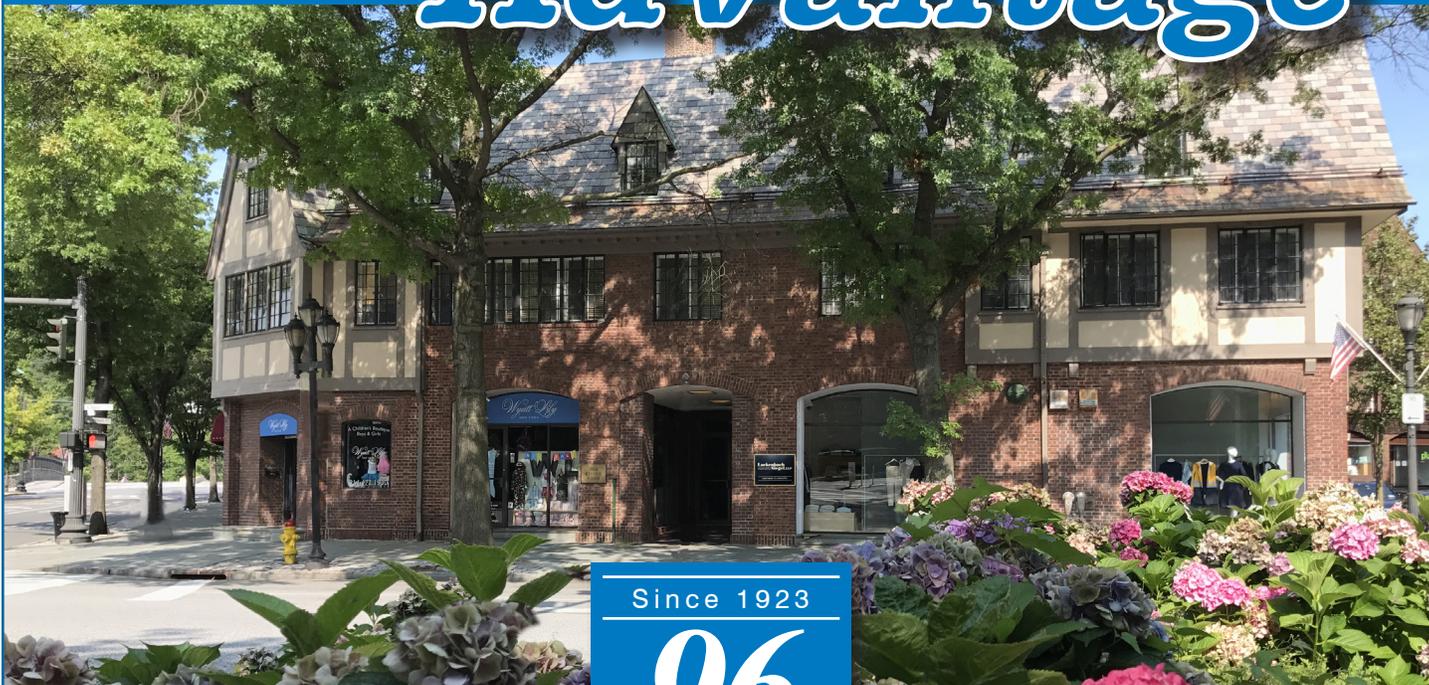
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Patent Department Paralegal
Prosecution and Filing of US and Foreign Patents; Status Reports; Client Coordination; Assignments; Maintenance; and Docket Reports

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YEARS OF INTELLECTUAL
PROPERTY LAW

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Lackenbach Siegel LLP (“LSLLP”) is a venerable intellectual property (“IP”) boutique law firm. For 96 years our practice has been devoted exclusively to trademark, patent, copyright, advertising, trade secret and related IP matters. We provide our clients with a full range of intellectual property legal services, including general counseling, litigation, licensing, patent and trademark searching, risk assessment, prosecution, rights assignment and acquisition, and other agreement work, including the due diligence in connection with transactional, financial, and venture capital matters.

Brand management companies and other trademark-dependent businesses regularly call upon us to negotiate, draft and conduct all 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 boutiques have disappeared through merger or acquisition, LSLLP has survived - indeed, thrived - by adapting and evolving. While our overall size is modest, our actual numbers of attorneys and support staff rival those of many mega-firm IP departments. Through our unique hiring and staffing practices we can accomplish far more than our mere headcount might suggest. No LSLLP attorney has fewer than 18 years’ IP experience; the firm’s attorneys average 22 years of experience in IP law.

By virtue of our Westchester location and our enviable efficiency, we are able to operate at much lower overhead than most competitor law firms, resulting in substantially lower billing rates than those of our larger firm counterparts. Our lawyers’ experience and specializations permit LSLLP 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.

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