



Greetings from Leason Ellis!

In this issue, we share exciting technology innovations projected for 2015, tell you how we're protecting businesses against trademark scammers, as well as lending biotech, pharma and trademark expertise. We also express our gratitude by giving back to our community and introduce two new members of our team.

Tech Trends

As an IP law firm, we are fortunate to learn about innovations while still in their infancy. Indeed, tech pioneers oftentimes contact IP attorneys to protect their emerging ideas and inventions, placing us ahead of the curve. Here, we're letting you in for a inside peek on a few cool tech trends we expect to gain traction in 2015. Any questions regarding your 2015 technology roadmap? We are always happy to talk with you.

Internet of Things (IoT)

"Things" are entities that exchange information over a network. (e.g., your home security system, an insulin pump, smart bulbs.) Tech advances are making it possible for the IoT to connect "things" via data networks, without the middleman of computer interaction. IoT is poised for mega-expansion in a variety of

industries—for instance, IoT can be used to instrument manufacturing tools in a factory, providing detailed information regarding productivity of both individual tools and the overall factory. IP protectors must develop standards and common frameworks to safeguard developments.

Virtual Reality (VR)

We expect 2015 to be the tipping point for VR to achieve mainstream adoption. Consumers already can transform smartphones into immersive VR experiences that rival cost-prohibitive stand-alone systems (flight and driving simulations, medical training, etc.). VR appears primed to reach a critical mass almost three times faster than the Internet, presenting huge opportunities for developers and consumers.

Biometric Security

Your fingerprint or voice are but two ways to verify your identity biometrically. New technology is revolutionizing how industries can authenticate our digital interactions, improving financial services, payment, and fraud prevention. For instance, centralized systems are no longer needed to house account information or biometrics; a game-changing advance making information less vulnerable to hacks.

LEASON ELLIS RECENT IMPACTS

Stopping trademark scams & protecting businesses

Leason Ellis recently sued the Patent & Trademark Agency – a company that mailed misleading trademark solicitations to our clients and other businesses – and won! The court judgment permanently stops PTA and their principal from providing trademark registration or renewal services ever again. Partners Marty Schwimmer and Peter Sloane discussed the disturbing trademark scamming trend and our important win on two radio programs. Please listen in at <http://goo.gl/xccgDa> and <http://goo.gl/SLh3y5>.

Protecting Biotech and Pharma Inventions

Leason Ellis partner and Chair of our China Practice Susie Cheng shared insights on U.S. patent trends and strategies for protecting biotech and pharma inventions at the offices of Dacheng Law in Shanghai. <http://shanghai.dachenglaw.com/en/news/32574.html>.

Use of Survey Evidence In Proving Trademark Infringement

Last month, Marty Schwimmer appeared via Skype at the University of New Hampshire School of Law to discuss, "The Use of Survey Evidence to Prove the Likelihood of Confusion." His presentation introduced law

students to 'array' and 'single stimulus' surveys, the two methods of testing for consumer confusion.

GIVING BACK

Hundreds of economically disadvantaged women now can dress for success! Our staff donated 200+ articles of interview-appropriate apparel to Dress for Success. The international nonprofit promotes women's economic independence by providing professional attire, a support network, and career development tools.

Partner and Chair of Litigation Practice Yuval Marcus spoke and presented awards at the Kids X-Press Touch The Sky Reception held at 42, atop the Ritz-Carlton, White Plains. Yuval is Board Chair of Kids X-Press, an inspiring not-profit that promotes children's literacy.

STAFF NEWS

Partner and Chair of our Trademark and Copyright Practice Group Peter Sloane has been appointed Chair of the new Intellectual Property Law Committee of the Federal Bar Council.

Paul Fields, Melvin Garner, Yuval Marcus and Peter Sloane have again been named to Super Lawyers, a rating service of outstanding lawyers from more than 70 practice areas who

have attained a high-degree of peer recognition and professional achievement. <http://goo.gl/dDV5o4>.

Join us in welcoming two new members of our team. Partner Matthew Kaufman joins us from Ostrow Kaufman LLP, www.leasonellis.com/?attorney=matthew-kaufman, and Associate Lori Cooper comes to us from St. Onge Steward Johnston & Reens. www.leasonellis.com/?attorney=lori-cooper. See their recent news write up here: <http://whiteplains.dailyvoice.com/business/leason-ellis-white-plains-hires-two-new-attorneys>

As we approach the holidays, we send our heartfelt thanks to you for entrusting us with your ideas. It is our pleasure to work with each of you. Here's to a healthy, joyful, and prosperous 2015!



Melvin Garner along the harbor in Kowloon with the Hong Kong shore in the background. Mel is travelling through Asia on a business trip with Jordan Garner and Mitsu Harguchi.