

LEASON ELLIS

INTELLECTUAL PROPERTY ATTORNEYS

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Michelle Levin has written an article for World Trademark Review on taking your trademark practice paperless. According to Michelle, IP law, and in particular trademark prosecution, is especially well suited to a paperless workflow. Her article provides a swift survey of the pros and cons, and suggests that while it might feel like it would be painful, there is much to recommend ditching the paper documents.

See www.worldtrademarkreview.com/Magazine/Issue/58/Columns/Taking-your-trademark-practice-paperless (subscription).



Susie Cheng and Jarryd Werts have published an article titled "5 Tips to Prevent IP Missteps when Hiring" in Corporate Counsel online. The tips include to understand the prospective employee's rights (or lack thereof) to previously developed IP, discuss IP-related obligations of the new position (and the old position), protect your company with a strong IP agreement, avoid conflicts of interest, and review previous employment agreements for any non-compete clauses. The article can be found at www.corpcounsel.com/id=1202740471505/5-Tips-to-Prevent-IP-Missteps-When-Hiring?mcode=1202615618216.

Peter Sloane was quoted in an article on IPLaw360 about tips for landing new intellectual property work. Among other things, he said that it is never too early for young lawyers to bring in new business as it starts to develop the skills to bring in bigger business down the line. He also said that "the most efficient way to generate new work is to look at things holistically and spot related issues when you deal with clients." For example, a client adopting a brand in the U.S. may not have thought about foreign trademark filing. Ultimately, he concluded that when lawyers do good work for their clients, they are often rewarded with additional business. See <http://goo.gl/xF66VJ> (\$)

Peter Sloane was quoted in an article in The Daily Beast about the use of footage from the movie Back to the Future on the website of a committee to support presidential candidate Carly Fiorina. According to Peter, the use is not a "fair use" and it seems like another example of campaigns and their supporters disregarding, willfully or otherwise, U.S. intellectual property laws. See the article at <http://thebea.st/1GUZZAD>.

Paul Fields, Melvin Garner, Yuval Marcus, and Peter Sloane made the 2015 list of top intellectual property lawyers in the metro edition of Super Lawyers magazine. Jordan Garner and Lauren Sabol are listed among the

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rising stars in IP law. See the digital version of the magazine at <http://digital.superlawyers.com/superlawyers/nyslrs15?pg=1#pg1>.

On October 22, 2015, Marty Schwimmer was a panelist in a program titled "Users and Abusers – Features of Winning and Losing Strategies to Balance Public Interest with Respect for 3D IP Rights" held at the Annual Meeting of the American Intellectual Property Law Association in Washington D.C. See the full schedule at www.aipla.org/learningcenter/AM15/Documents/AM15%20Preview.9.4.15-compressed.pdf.

The Federal Rules of Civil Procedure amendments become effective on December 1, 2015. The amendments impact Civil Rules 1, 4, 16, 26, 30, 31, 33, 34, 37, 55, and 84. Among other things, the amendments revise Rule 26 to require that discovery is proportional to the needs of the case, and delete the provision that has been interpreted as allowing discovery of any information that may reasonably lead to the discovery of admissible evidence. The revised rules also delete Rule 84, including Form 18 on complaints in patent cases.

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