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INTELLECTUAL PROPERTY PERSPECTIVES

NEWS AND CURRENT ISSUES



[CONFERENCES AND SYMPOSIA]

USPTO Director Kappos Speaks at Law School

GW Law's A. Sidney Katz fall lecture was delivered by the Honorable David Kappos, undersecretary of commerce for intellectual property and director of the U.S. Patent and Trademark Office (USPTO). Held November 18, 2009, the lecture drew an audience of approximately 100 attendees.



JOHN WHEALAN, ASSOCIATE DEAN FOR INTELLECTUAL PROPERTY STUDIES; DAVID KAPPOS, USPTO; DEAN FREDERICK M. LAWRENCE; AND A. SIDNEY KATZ (J.D.'66)

Director Kappos's talk touched on numerous issues but primarily focused on the USPTO's important role in facilitating the development of IP law. Kappos explained that in the wake of decisions such as KSR and Bose and with the Bilski

Supreme Court decision on the horizon, the IP community certainly could use more clarity in several areas of the law including written description and enablement requirements, means plus function claiming, and late claiming. In addition,

Kappos explained how these recent decisions have made the patent prosecution process more costly and time consuming.

According to Kappos, the USPTO has the opportunity to help facilitate the development

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★★★SPRING 2010

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[FACULTY]

GW LAW WELCOMES MARKS VISITING PROFESSOR/ IP FELLOW GREGORY DOLIN

W Law welcomes its fifth Frank H. Marks Visiting Associate Professor of Law and Administrative Fellow in the Intellectual Property Program, Gregory Dolin. The two-year fellowship includes three elements: research, teaching, and administration of the IP



Gregory Dolin

continued from page 1

of the law through decisions of the Board of Patent Appeals and Interferences and the Trademark Trial and Appeal Board. "We intend to identify test cases and promptly decide those cases so that the community can get clarity earlier," he noted. He further explained that the USPTO's reviewing court, the U.S. Court of Appeals for the

Federal Circuit, plays a pivotal role in shaping the law by reviewing those board decisions that applicants choose to appeal. He concluded, "The USPTO is going to make sure the board issues decisions that will set good precedent and that can, in conjunction with Federal Circuit decisions, set the proper balance and provide answers on the

challenging legal questions that face the IP community."

Director Kappos has strong ties to GW Law. Although he earned his law degree from the University of California at Berkeley in 1990, he received special permission to spend his third year of law school at GW Law in order to take several patent and IP-related courses.

In addition, he recently joined GW Law's IP Advisory Board.

The Katz lecture, held twice a year, is generously endowed by A. Sidney Katz (J.D. '66).

For information on future Katz lectures or other GW Law IP-related events, visit our website at www.law.gwu.edu/ipevents.

GW Law's Fall 2009 IP Lecture Series a Success



Christopher Cotropia presented "The Folly of Early Filing in Patent Law."

GW Law's IP Program hosted five speakers as part of its IP Speaker Series during fall 2009. The series presenters discussed a range of topics covering patents, trademarks, and copyright.

IP PERSPECTIVES

IP Perspectives is published by the Intellectual Property Law Program at The George Washington University Law School.

Questions or comments should be sent to: John Whealan jwhealan@law.gwu.edu 202.994.2195 The George Washington University Law School Intellectual Property Law Program 2000 H Street, NW Washington, DC 20052 iplaw@law.gwu.edu www.law.gwu.edu/IP Critique and commentary of each speaker's paper and a question-and-answer session followed each presentation.

The series kicked off with Dennis Crouch, associate professor at the University of Missouri School of Law and host of a well-known patent law blog, Patently-O. Professor Crouch presented his paper, "Is Novelty Obsolete? Chronicling the Irrelevance of the Invention Date in U.S. Patent Law," in which he discussed the uniqueness of the American "first-toinvent" system (as opposed to a "first-to-file" system that is used in other countries) and analyzed whether the system served its stated goals of protecting the small inventor. He presented empirical data on interference proceedings participants and, based on the data, suggested that more often large corporations

rather than small inventors used the "first-to-invent" system to their benefit.

Edward Walterscheid, a visiting scholar at GW Law and a recognized and often-cited expert on the history of patent law, presented his paper "Justifying Hotchkiss: The Quest to Ground the Introduction of Non-Obviousness into Patent Law." In the paper, he delves deeply into the history of the American obviousness doctrine. Following the presentation, GW Law Professor John F. Duffy commented on Mr. Walterscheid's thesis.

Zahr Stauffer, visiting assistant professor at University of Virginia School of Law, discussed embedded advertising in TV shows and its regulation. Professor Stauffer advanced the thesis that the current regulations are obsolete and do not help protect consumers, in large part as a result of the easy availability of information through new media like the Internet. Professor Ellen Goodman from Rutgers University School of Law offered critique of Professor's Stauffer's paper.

Joe Miller, assistant professor at the Lewis and Clark Law School, discussed the nature and scope of the USPTO's regulatory power. The topic was quite current, as the Federal Circuit recently handed down its decision in *Tafas v. Kappos*, a case that addressed the scope of USPTO's authority to issue substantive rules. Professor Miller opined that the current dichotomy between procedural and substantive rules does not create any clarity in the law and that a new approach is needed. GW Law Professor John F. Duffy provided critique and commentary.

The series closed with a presentation by Chris Cotropia, professor of law at the University of Richmond School of Law. In his paper, "The Folly of Early Filing in Patent Law," he argued that the current patent system which encourages filing patent applications long before it is clear that there is a market for the invention - actually contributes to the backlog that the USPTO currently experiences. He suggested that an alternative, tiered system in which there would be separate fees for filing and examination would reduce the backlog and allow applicants time to determine whether a patent application is worth prosecuting from an economic standpoint. Professor Michael Abramowitz provided critique and commentary.

The IP Speaker series will continue in the spring 2010 semester with five new speakers. (See page 3 for the story)

Bilski v. Kappos: GW Law Hosts Post-Supreme Court Argument Discussion

The Supreme Court heard oral arguments in the high-profile patent case Bilski v. Kappos on November 9, 2009, and two members of GW Law's faculty, John F. Duffy and F. Scott Kieff, authored amicus briefs. Due to the high interest in the case from the bar and the general public, the seating at the Court was extremely limited. In order to allow GW Law students, alumni, and friends an opportunity for insight into the argument, the Law School hosted a panel discussion of the case and the oral argument, where three IP professors who attended the Supreme Court session shared their views.

Professor Duffy, Professor Pamela Samuelson of UC Berkley School of Law, and Professor Kevin Collins of Indiana
University-Bloomington Mauer
School of Law provided their
commentary on the case, the oral
argument, and the justices'
questions, and they shared their
predictions on the likely
outcome of the case. John
Whealan, GW Law associate
dean for intellectual property,
moderated the discussion. More
than 100 were in attendance for
the event, which was held in
Jacob Burns Moot Courtroom.

The Supreme Court is expected to hand down its decision before adjourning in July 2010. GW Law will discuss the impact of the decision during a panel discussion at its upcoming Symposium on Intellectual Property Law. (See story on page 5)

Golan v. Holder: GW LAW CO-HOSTS PANEL RELATED TO COPYRIGHT ACT

In January 2010, GW Law's IP program and the D.C. Chapter of the Copyright Society of the U.S.A. co-hosted a panel discussion of *Golan v. Holder*, a case that challenged the constitutionality of a provision in the Copyright Act. The panel was timed to coincide with the Tenth Circuit's preparation to hear oral argument of the appeal from the District Court ruling.

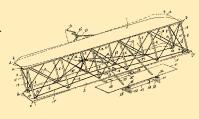
The original ruling was made in April 2009 when the U.S. District Court for the District of Colorado did something that no court had ever done in the 220-year history of federal copyright law: In *Golan v. Holder*, the court held that part of the

Copyright Act—a provision granting copyright protection to some foreign works that had previously been in the public domain—violated the First Amendment.

For the discussion, GW Law and its co-host assembled a panel of distinguished experts on the *Golan* case and the legal and constitutional issues it raises. The panel, moderated by GW Law Professor Robert Brauneis, included David Lange, the Melvin G. Shimm professor of law at Duke Law School; Eric Schwartz, partner at Mitchell Silberberg & Knupp LLP; Edward Lee, professor of law at the Moritz College of Law at

SPRING IP SPEAKER SERIES

This spring, GW Law's Dean Dinwoodey Center for Intellectual Property Studies presented five outstanding luncheon lectures by IP scholars from around the country.



Each event began at noon and included lunch and the speakers' presentation and discussion of their current research.

WEDNESDAY, JANUARY 20

Faculty Conference Center, 5th Fl. Burns Laura Heymann, Associate Professor, William & Mary Law School; "Naming, Identity, and Trademark Law"

WEDNESDAY, FEBRUARY 3

Faculty Conference Center, 5th Fl. Burns Michael Ryan, Director, Creative and Innovative Economy Center, GW Law; "Patent Incentives, Technology Markets, and Public-Private Bio-Medical Innovation Networks in Brazil"

WEDNESDAY, FEBRUARY 10

Faculty Conference Center, 5th Fl. Burns Abraham Drassinower, Associate Professor, University of Toronto Law School; "What's Wrong With Copying?"

WEDNESDAY, FEBRUARY 24

Faculty Conference Center, 5th Fl. Burns Jonathan Zittrain, Professor, Harvard Law School; "Minds for Sale"

WEDNESDAY, MARCH 24

Tasher Great Room, 1st Fl. Burns Library Mark Janis, Professor, Indiana University Maurer School of Law; "Daniel Webster's Patent Cases"

All are welcome to attend these lunch presentations, which are generously made possible by a gift from the Bureau of National Affairs (BNA). Details for future lunches (including how to R.S.V.P.) can be found at http://www.law.gwu.edu/ipevents.

Ohio State University; and Christopher Mohr, member of Meyer, Klipper & Mohr, PLLC.

A large audience in the Moot Court Room heard the panelists explore the arguments that were likely to occupy the Tenth Circuit and that may well occupy the Supreme Court if, as some panelists expect, the case is headed in that direction. The panel provoked lively debate among attendees following the formal presentation.

An audio podcast of the panel discussion is available at http://www.law.gwu.edu/Academics/FocusAreas/IP/Pages/Podcasts.aspx. *

[UPCOMING EVENTS]

UPCOMING IP ALUMNI AND FRIENDS RECEPTIONS

The IP Program will continue to host IP Alumni and Friends receptions at major IP conferences. Upcoming events include:

BIO: Tuesday, May 4, 2010

6pm-8pm

at Brasserie Jo (Chicago)

INTA: Monday, May 24, 2010

5:30pm-7:30pm

at Top of the Hub & Skywalk (Boston)

Further details will be available on the GW IP events webpage and the GW IP group page on LinkedIn at www.linkedin.com/groups?gid=90887.



[FACULTY]

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program. The Marks IP Fellow teaches one course per academic year and assists with administration of the Dean Dinwoodey Center for Intellectual Property Studies, which includes bringing in speakers for the Intellectual Property Workshop Series and organizing other speakers and events. In addition, the Marks IP Fellow has the opportunity to pursue a scholarly project and prepare to enter the law teaching market, normally in the fall semester of the second year.

Professor Dolin joins GW Law following a clerkship with Judge Pauline Newman of the U.S. Court of Appeals for the Federal Circuit. Previously, he served as a John M. Olin Fellow in Law at the Northwestern University School of Law, was a law clerk to the late Hon. H. Emory Widener, Jr. of the U.S. Court of Appeals for the Fourth Circuit, and was an associate in the intellectual property group of Kramer Levin Naftalis and Frankel LLP.

Professor Dolin received a J.D. cum laude from the Georgetown University Law Center, an M.D. with recognition from State University of New York at Stony Brook, and a B.A. with honors from The Johns Hopkins University. He is currently teaching TRIPS, Patents, and Public Health both at GW Law's home campus during the spring 2010 semester and at GW Law's Munich Intellectual Property Summer Program during the

"We are very excited to have Greg as our Marks IP Fellow for the next two years. Greg's unique background in patent law and medicine, as well as his clerkship experience with two different circuit courts, adds greatly to our IP program," commented John Whealan, associate dean for intellectual property law studies.

The Marks IP Fellowship is endowed by Frank H. Marks,

(LL.B '26, M.S. '23, B.S. '21), a patent attorney who started his career as an examiner for the U.S. Patent Office before joining the Chicago law firm of Livingston, Kahn & Adler, where for many years he represented Sears Roebuck & Co. in all of its legal patent work. The endowment was meant to honor Mr. Marks's late first wife Doris Nordgren Marks and his second wife Hazel Kraus Marks, who passed away shortly after Mr. Marks' death in 1994. Mr. Marks' generosity enabled GW Law to create a fellowship that allows young lawyers aspiring to a career in academia to receive teaching experience and an opportunity to work on a scholarly agenda.

With the program now in its seventh year, GW Law is proud of the placements of previous fellows, all of whom are currently in academic positions. Laura Heymann is assistant professor at William and Mary School of Law; Laura Bradford is assistant professor of law at George Mason University School of Law; and Shamnad Basheer was recently appointed the ministry of human resource development chair in intellectual property at the National University of Juridical Sciences, Kolkata, India. Last year's fellow, Sarah Rajec, is currently a law clerk to the Hon. Alan D. Lourie of the U.S. Court of Appeals for the Federal Circuit and plans to enter the teaching market in fall 2010. (See story on page 5)

The next Marks IP Fellowship will run from summer 2011 to summer 2013. Review of applications for this position will begin in fall 2010 and will continue until the position is filled. More information on applying can be found on the Intellectual Property at http://www.law.gwu.edu/IP.

FORMER MARKS IP FELLOW CLERKS AT THE FEDERAL CIRCUIT

Sarah Rajec, former Marks IP Fellow, has been hired as a law clerk at the U.S. Court of Appeals for the Federal Circuit. This is her second clerkship; she previously clerked for Judge Donald C. Pogue at the U.S. Court of International Trade and served as an associate in patent litigation at Fish & Richardson, PC, in Boston. Dean Whealan commented, "Everyone here at GW Law loved working with Sarah. I am certain she will make a fine law clerk and an excellent IP

teacher when she returns to academia." We wish her all the best in her new position.



SARAH RAJEC

Dean Whealan Argues en banc Case Before Federal Circuit



JOHN WHEALAN

John Whealan, associate dean for intellectual property law studies, argued before an *en banc* sitting of the Federal Circuit in the case of *Ariad v. Lilly* on December 7, 2009. The issue involved the proper construction of Section 112, Paragraph 1 of the Patent Act and, in particular, the interplay between the court's current

precedent on "written description" and "enablement requirements." For over a decade, judges of the Federal Circuit, leading patent academics, and members of the patent bar have debated this issue. This is the first time the Federal Circuit will consider the issue *en banc*.

Whealan, along with GW
Law Professor John F. Duffy,
successfully petitioned the
Federal Circuit earlier in the
year on behalf of Ariad to hear
the case en banc. On March 22,
the court issued its opinion,
ruling 9-2 to maintain a
separate "written description"
requirement. Both Whealan
and Duffy represented Ariad in
their personal capacities.
Several students attended the
argument, led by IP Fellow
Greg Dolin. ★

[UPCOMING EVENTS]

C.J. MICHEL WILL GIVE LUNCHEON ADDRESS AT GW LAW IP SYMPOSIUM



The second annual GW Law Symposium on Intellectual Property Law will be held on Tuesday, May 11 at the Law School. Co-sponsored by GW Law, Howrey LLP, and Cornerstone Research, the symposium will bring together leaders from private practice, the judiciary, government, economic consulting groups, and academia to address current issues and recent developments in intellectual property law.

The topics covered will include: (a) tips and trends for litigating in the busiest patent courts in the U.S., (b) the interplay between "written description" and "enablement," (c) the strategic management of an IP portfolio, and (d) industry perspectives on *Bilski v. Kappos*.

Confirmed speakers include:

- Hon. Paul R. Michel, U.S. Court of Appeals for the Federal Circuit
- Hon. Jeremy Fogel, U.S. District Court for the Northern District of California
- Hon. Marilyn L. Huff, U.S. District Court for the Southern District of California
- Hon. David Kappos, U.S. Patent and Trademark Office
- Hon. Q. Todd Dickinson, AIPLA
- Hans Sauer, BIO
- Amy Hamilton, Eli Lilly & Company
- John Cheek, Caterpillar, Inc.
- Jeff Ranck, Microsoft Corporation
- Kirk Dailey, Motorola, Inc.
- Shailendra Bhumralkar, SAP
- Kevin Kramer, Yahoo!, Inc.
- John F. Duffy, GW Law
- F. Scott Kieff, GW Law
- Matt Wolf, Howrey LLP
- Lloyd "Rusty" Day, Howrey LLP
- Willem Hoyng, Howrey LLP

More information can be found at http://www.law.gwu.edu/ipevents.

GILES RICH MOOT COURT COMPETITION SETS PARTICIPANT RECORDS



Jordan Faux, Benjamin Roberts, Hon. Edward Damich, Hon. Randall Rader, John Whealan, Kevin McGrath, and Daniel Tucker

A record number of teams competed in GW Law's 2010 Giles S. Rich Moot Court Competition, a national competition run by GW Law. It is one of several GW Law moot court competitions for which students may receive credit. This year, 28 GW teams competed. Judges for the

preliminary rounds included faculty, alumni, current and former Federal Circuit clerks, former winners of the competition, and other friends of the IP program. The preliminary rounds produced two final teams: Kevin McGrath and Daniel Tucker, and Jordan Faux and Benjamin Roberts.

The final round of the competition was held in the Jacob Burns Moot Court Room on January 19th and was presided over by the Honorable Randall R. Rader (J.D. '78), circuit judge of the U.S. Court of Appeals for the Federal Circuit; the Honorable Edward Damich, judge of the U.S. Court of Federal Claims; and John Whealan, associate dean of intellectual property law studies at GW Law. A standingroom only crowd of more than 100 people attended the final round, which was followed by a reception. The competition was extremely close and was won by the team of Kevin McGrath and Daniel Tucker.

Additional awards went to: Best Team Brief I Kevin McGrath and

- Daniel Tucker 2 Jordan Faux and
- Benjamin Roberts 3 Beverly Chang and Kelvin Varghese

Best Oralist

- 1 Willow Noonan
- 2 Christian Kesselring
- 3 Jordan Faux

Best Overall Score

- 1 Jordan Faux
- 2 Daniel Tucker
- 3 Willow Noonan

Both final teams—McGrath and Tucker, and Faux and Roberts—were invited to join the Moot Court Board. In addition, both teams will be sponsored by the GW Law's IP program and the GW Law Moot Court Board as they compete in the regional competition in Boston this March. Dean Whealan has offered to coach both teams. We congratulate all the winners and wish the two teams that are moving on the best of luck in the regional competition.

THIRD SECTION OF PATENT LAW ADDED FOR SUMMER 2010

Professor F. Scott Kieff, who joined GW Law's faculty last fall, will teach a newly added third section of patent law this summer. The added section will allow 2Ls who take the course to

register for advanced patent courses the following fall. Two other sections of patent law will continue to be offered, one in the fall, taught by Judge Randall R. Rader (J.D. '78) of the U.S. Court

of Appeals for the Federal Circuit, and one in the spring, taught by Professor John F. Duffy. Associate Dean John Whealan commented, "This is simply a testament to the strength of our outstanding IP program that we will now offer students three sections of patent law taught by Duffy, Kieff, and Rader, respectively."

GW Cyberlaw Student Association Connects Students, Technology, and Law

As computers become increasingly involved in our daily lives, we find that novel legal issues inevitably challenge traditional applications of the law. From issues such as the use of computers as instruments in traditional crimes, such as wire

fraud or theft, to the Internet's role in First Amendment speech, the law has found itself repeatedly outpaced by technology. A recently formed student group at GW Law aims to prepare tomorrow's attorneys to recognize and confront these problems

wherever technology and the law intersect.

The GW Cyberlaw Student Association was created in 2007 as a forum to discuss legal issues spanning a broad spectrum of topics. The organization aims to raise awareness of cyberlaw issues and enable students to pursue careers in an area of technology law interesting to them. "Our definition of 'cyberlaw' is very broad, including anything involving the intersection of computers or the Internet and the law," according to Andy Blair,

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current president of the association. "From e-voting to Wall Street to criminal defense, students will encounter legal challenges involving technology in almost any career they choose. Our goal is to raise awareness of those challenges and spark an interest in students to tackle them."

Speaking events and panel discussions have been the primary means of exposing students to cyberlaw issues. Students are also encouraged to take advantage of the myriad opportunities available only in D.C., such as the annual State of the Net conference hosted by the Congressional Internet Caucus. Events hosted at GW Law have brought together practitioners and academics in discussions on wide-ranging topics such as video games, net neutrality, and digital copyrights. In fall 2009, William Patry, senior copyright counsel at Google and respected copyright treatise author, spoke about problems facing digital content industries and his perspectives on solutions. GW Law Professor Dawn Nunziato discussed net neutrality and the First Amendment.

Events planned for spring 2010 include discussions of legal issues regarding virtual goods; the FCC's broadband plan; and cyberlaw-related public interest, law firm, and government opportunities. For information on upcoming GW Law and D.C.-area cyberlaw events, visit http://www.gwcyberlaw.org. **

JOIN GW IP GROUP ON LINKEDIN





Are you a member of LinkedIn? The GW Law IP Program has established a LinkedIn group, The George Washington University Law School Intellectual Property Community, which is designated "GW IP." The group, which currently has more than 400 members, allows alumni and friends of GW Law's IP program to network and learn about upcoming Law School IP events. If you would like to join, please indicate to Prof. Robert Brauneis, the group manager, your affiliation with GW Law's

IP Program. Alumni should mention the year they graduated, and other friends of GW Law's IP program should note the Law School faculty member who invited them to join the group. The GW IP group can be found at www.linkedin.com/groups?gid=90887

GW IP PROGRAM HOSTS RECEPTION AT ANNUAL AIPLA MEETING IN DC

The IP program hosted alumni, friends, and faculty at a reception during the AIPLA annual meeting in Washington, D.C., last fall. The October 15 happy hour gave participants the opportunity to learn more about the newly created GW Law IP Alumni Interest Group. Approximately 75 guests enjoyed complimentary cocktails, hors d'oeuvres, and giveaways. Robert

Brauneis, professor and co-director of the IP Program, and John Whealan, associate dean for intellectual property law studies, greeted alums and friends of the GW Law IP Program. (They would like to especially thank 1999 GW Law alum Arlir Amado, who assisted in organizing this event.)

The GW IP program will host similar happy hours in conjunc-

tion with major meetings of bar associations including AIPLA, INTA, BIO, and IPO. Further information about these events can found at the IP Events page at www.law.gwu.edu/ipevents and on the GW IP group page of LinkedIn.

Please see related info on BIO and INTA receptions on page 4.

GW Loses Member of IP Family, Maurice H. Klitzman

Maurice (Maury) Klitzman (1920-2010), a 1951 GW Law graduate and adjunct professor at GW Law from 1976 to 1990, passed away in January of this year. After graduating from GW Law, Maury worked at the USPTO, U.S. Air Force, and General Electric before becoming one of the country's leading corporate patent

attorneys at IBM. There, he trained generations of IBM patent attorneys, including the current director of the USPTO, David Kappos. Along with USPTO representatives and a small group of IP lawyers, he founded the National Inventors Hall of Fame and Museum in Alexandria, VA, in 1973. Throughout

his career and even into retirement, Maury played an active role in helping shape patent policies of the American Intellectual Property Law Association where, for many years, he had been a prominent member of the association's Amicus Committee. It is with sadness that we note Maury's passing. *

IP Munich Summer Program To Be Held in June and July



The GW Law Munich Summer Program in Intellectual Property will be held during two sessions, from June 28 through July 10 and from July 12 through July 24, 2010. The program offers a unique experience in IP law by allowing students to study IP at the Max Planck Institute for Intellectual Property in Munich. The program consists of eight one-credit courses taught over a four-week period by IP professors from GW Law and from around the world. The program is open to GW Law students as well as to law students from other U.S. and foreign law schools. Classes are typically small seminars, and students are able to take courses and learn from professors they may not ordinarily be able to take during

the normal academic year at GW Law in Washington, DC. This year's courses are listed below.

1st Session June 28th – July 10th:

- Cross-Border Trade in Intellectual Property Dan Burk, *University of* California-Irvine
- Technical Protection of Authors' Rights
 Edward Damich, U.S. Court of Federal Claims
- The Federal Circuit
 John Whealan, GW Law
- Computer Crime Orin Kerr, GW Law

2nd Session July 12th – July 24:

- Theoretical Foundations of IP Michael Madison, *University* of Pittsburgh
- International Patent Law Margo Bagley, University of Virginia
- IP and Indigenous Heritage Silke von Lewinski, *Max Planck Institute*
- TRIPS, Patents, and Public Health Greg Dolin, GW Law

Additional information can be found on the GW Law web site at http://www.law.gwu.edu/munichsummer.

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