

# Protective Intellectual Property Services, LLC

106 Woodstone Drive  
Buffalo Grove, IL 60089-6754  
Phone: 224-406-4268  
E-Mail: [Lanny@protectiveIPservices.com](mailto:Lanny@protectiveIPservices.com)  
URL: [www.protectiveIPservices.com](http://www.protectiveIPservices.com)

MAXIMIZING THE GROWTH AND VALUE OF A COMPANY BY DEFINING THE STRATEGIC VALUE OF ITS INTELLECTUAL PROPERTY<sup>SM</sup>

TRANSLATING TECHNOLOGY INTO THE LANGUAGE OF BUSINESS<sup>SM</sup>

January 2008

Dear Clients and Friends and the many of you who are both:

I hope that everyone had happy holidays and wish you and yours a

*Happy, Healthy, and Prosperous New Year.*

The presidential election season is here and we're starting to see the candidates stating their position on intellectual property. Mitt Romney's, Barack Obama's, and Mike Huckabee's comments are included in the Domestic section.

The U.S. Congress is considering two pieces of legislation that will affect IP owners. First, the Senate will be addressing patent reform, similar to that considered in the House of Representatives, and the House of Representatives will be addressing new legislation to set up an office of a patent Czar. Regarding the patent reform legislation, foreign patent officials are recognizing what our legislators are not -- that the legislation will hurt the US economy and will encourage patent infringement.

PIPS works directly with technology companies to identify their intellectual property, identify their actual and potential competition, and create a strategy to grow their company and increase its value. Please visit [PIPS' web site](#) for more information about PIPS, its services and experiences.

During the month of January, we're offering a special zero cost, **'Intellectual Property-Energy Audit'** for a limited number of established companies. Your firm may qualify to receive a personalized, expert business IP strategy advice from the PIPS team. If you feel that this IP energy audit will be of value to your company, contact PIPS at 224-406-4268 or at [info@protectiveIPservices.com](mailto:info@protectiveIPservices.com) and describe why you should be selected to receive this audit.

We appreciate your feedback at [suggestions@protectiveIPservices.com](mailto:suggestions@protectiveIPservices.com).

A handwritten signature in cursive script that reads 'Lanny'.

## USPTO

### Amazon stripped of gift ordering patent

Amazon has been stripped of a shopping system patent, just weeks after it was forced to shrink the scope of its famous 'one click' patent. The European Patent Office (EPO) has revoked an Amazon patent on a gift ordering system.

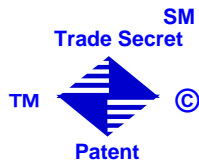
## CLAIMS AND CONTINUATIONS REGULATIONS

### Technologies most affected by the new IDS rule changes

Dennis Crouch's Patently-O  
The proposed IDS rule changes is expected to reduce the number of references submitted to the patent office with each patent application. Although not yet public, the rules are expected to include, inter alia,

Disclaimer: PIPS is not responsible for the content of the articles in this newsletter, nor for the results of any decisions based on them.

If you would like to be added to the PIPS mailing list, please send an e-mail to [info@protectiveIPservices.com](mailto:info@protectiveIPservices.com) with "ADD" in the subject line. To be removed from the PIPS mailing list, please send an e-mail to [info@protectiveIPservices.com](mailto:info@protectiveIPservices.com) with "REMOVE" in the subject line.



# Protective Intellectual Property Services, LLC

MAXIMIZING THE GROWTH AND VALUE OF A COMPANY BY DEFINING THE STRATEGIC VALUE OF ITS INTELLECTUAL PROPERTY<sup>SM</sup>

TRANSLATING TECHNOLOGY INTO THE LANGUAGE OF BUSINESS<sup>SM</sup>

a 20 reference barrier. If more than 20 references are submitted, they must be accompanied with an extensive and costly explanation.

## [IDS Rules Moving Forward](#)

By Patently-O

The White House has now approved the PTO's proposed changes to the Information Disclosure Statement Requirements "and other related matters." The final rules have not been made public, however, the rules are expected to: impose a ...

## **COURTS**

### [MercExchange v. eBay: Injunction Denied Again](#)

In July, 2007, the Virginia district court denied MercExchange's motion for a permanent injunction against eBay. That order is now on appeal to the CAFC and may well establish the future guidelines for injunctive relief in patent cases.

### [Upcoming Supreme Court Case Could Redefine Patent Exhaustion](#)

CNNMoney.com - USA

"Anybody who has a (patent) license...could conceivably be dragged into this," said Barry Cohen, intellectual-property lawyer at Reed & Armstrong LLP. ...

## **DOMESTIC**

### [2008 Election – Candidates on IP](#)

#### [Mitt Romney on Patents \(And More from Barack Obama\)](#)

Dennis Crouch's Patently-O

Its not surprising then that Romney believes in a "strong U.S. patent system." In a [letter](#), Romney announced three initial patent office reforms:

#### [Obama Tech Plan Aims for Connected](#)

Democracy NCDD News & Perspectives - <http://www.thataway.org/index.php>

By Amy Lang

In addition to taking a stand on such issues as net neutrality, media cross-ownership and patent reform, the plan contains an extensive proposal to create a "transparent and connected

democracy" and includes a commitment to establish ...

### [China and the Candidates: Mike Huckabee](#)

Christian Broadcasting Network - Virginia Beach,VA,USA

We have not challenged them enough on intellectual property rights Nor [sic] have we challenged them enough on the regulatory front.

...

## **Congressional Patent Reform**

### [Yes to the Patent Reform Act](#)

American Spectator - USA

By Viet D. Dinh When the Patent Reform Act of 2007 (S. 1145) soon reaches the Senate floor, Congress will be presented with a significant opportunity to ...

### [Conyers' committee aims to protect intellectual property](#)

Detroit Free Press - United States

"In an increasingly competitive global marketplace, protection of US intellectual property is vital for the long-term growth of American industry," said ...

### [House Bill Would Create Govt. Copyright Czar](#)

PC Magazine - USA

It would also create an intellectual property enforcement representative who would report to the White House, and establish a permanent intellectual ...

### [China Weighs in on US Patent Reform Bill](#)

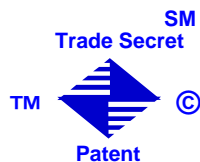
By Phil

Cheng argues that the proposed patent reform bill is bad news for American innovation and good news for foreign infringers, pointing out that the bill "is friendlier to the infringers than to the patentees in general as it will make the ...

### [House Bill Would Strengthen Intellectual-Property Crackdown](#)

Broadcast Newsroom - Newport Beach,CA,USA

a group of House members introduced a bill that would give the government crackdown on intellectual-property theft more firepower. ...



# Protective Intellectual Property Services, LLC

MAXIMIZING THE GROWTH AND VALUE OF A COMPANY BY DEFINING THE STRATEGIC VALUE OF ITS INTELLECTUAL PROPERTY<sup>SM</sup>

TRANSLATING TECHNOLOGY INTO THE LANGUAGE OF BUSINESS<sup>SM</sup>

## [Patent Bill Is No Panacea](#)

Motley Fool - USA

By Brian Lawler December 12, 2007 Last week, the House of Representatives introduced a bill that was meant to strengthen patent and other ...

## [New IP law would create new US copyright enforcement agency](#)

Afterdawn.com - USA

A bill introduced in the Judiciary Committee of the US House of Representatives with bipartisan support would expand the scope of Intellectual Property (IP) ...

## [DOJ Blasts New 'Copyright Czar' Bill](#)

PC Magazine - USA

by Chloe Albanesius The Department of Justice on Thursday slammed intellectual property legislation that would re-organize its IP enforcement structure, ...

## [Editorial: Intellectual property law](#)

Sacramento Bee - CA, USA

House Resolution 4279, the Prioritizing Resources and Organization for Intellectual Property Act, attacks a number of very real problems. ...

## [Proposed changes to patent code loom over biotech industry](#)

Nature.com (subscription) - London, England, UK

glaxosmithkline (headquarters pictured here) has filed a suit against the US Patent and Trademark Office claiming that proposed changes to the patent law ...

## [Proposed Patent Reform and the Market for Ideas](#)

Intellectual Property Law - Justia... - <http://blawgsearch.justia.com/category.aspx?catid=1871>

By Patent Prospector  
Back in September, Dennis Crouch published a good summary of the patent reform legislation. In an earlier post, I described how the Internet, by reducing the transaction costs associated with identifying valid patented technology, ...

## [Congress: Reform Those Patents](#)

Forbes - NY, USA

In 1807, after 15 years of litigation, a court finally protected Eli Whitney against infringers of his cotton gin patent. The experience nearly bankrupted ...

## [INTERNATIONAL](#)

### [Weak technology, patent fees reduce China's color TV exports](#)

Xinhua - China

The report also ascribed the decline in exports to a fee related to patent and technology issues in the United States. Since March, a fee of 15 to 30 US ...

### [Canada's IP protection laws soft](#)

Financial Post - Toronto, Ontario, Canada

"Our citizens and companies own intellectual property and they should be able to enforce that to the fullest extent," adds Colleen Spring Zimmerman, ...

### [China takes steps to protect intellectual property rights](#)

Xinhua - China

11 (Xinhua) -- China has enacted new programs to protect intellectual property rights (IPR) since the 17th Sino-US Joint Commission on Commerce and Trade in ...

### [Who stole my idea?](#)

Express Pharma - Mumbai, India

Garima Arora examines the safety of Intellectual Property (IP) at the lab level As Indian pharma companies move from a process industry mindset to actually ...

### [Firms Still Unaware of How Important Risk Management](#)

Korea Times - South Korea

"In general, South Korean firms are still lacking in the concept of ownership of intellectual property rights and frequently suffer losses in infringement ...

### [Patent Applications in China Exceed 4 Million](#)

ag-IP-news Agency - Amman, Jordan

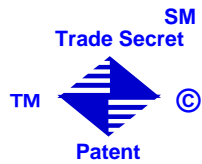
BEIJING - The State Intellectual Property Office of China (SIPO) announced in a press release that China has received the 4002103rd patent application by ...

## [OTHER](#)

### [The CIO And IP](#)

InformationWeek - Manhasset, NY, USA

Who's in a better position in a company to plan out the intellectual property strategy than the CIO? When people think of IP, they tend to think of the ...



# Protective Intellectual Property Services, LLC

MAXIMIZING THE GROWTH AND VALUE OF A COMPANY BY DEFINING THE  
STRATEGIC VALUE OF ITS INTELLECTUAL PROPERTY<sup>SM</sup>

TRANSLATING TECHNOLOGY INTO THE LANGUAGE OF BUSINESS<sup>SM</sup>

## Patenting For Profits

Forbes - NY, USA

Managing technology patents is becoming a science in itself. IBM, for example, consistently one of the global leaders in patent filings, recently filed an ...

## Only 2 in 500 College Students Believe in IP

Slashdot - USA

Given those dates, I'm reasonable confident there is no one alive who remembers before the three concepts of Intellectual Property existed (alright, ...

## IP and Licensing Pitfalls

By Alexander Haislip

In the course of working with venture capital and private equity firms, we often see intellectual property and licensing-related pitfalls at prospective portfolio companies. Such pitfalls can result in restrictions on the company's ...