

# Protective Intellectual Property Services, LLC

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MAXIMIZING INTELLECTUAL PROPERTY'S CONTRIBUTION  
TO A COMPANY'S GROWTH AND VALUE<sup>SM</sup>

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

May 2008

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

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.

Your firm may qualify to receive one of a limited number of personalized, expert business IP strategy sessions from the PIPS team. If you feel that this 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 preliminary audit.

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

## USPTO

## DOMESTIC

[... use of competitor's marks in metatags constitutes trademark infringement;](#) Kaye Scholer

the Eleventh Circuit has held that use of a competitor's trademark in a metatag may give rise to actionable consumer confusion, and has confirmed that such use is a "use in commerce"

2008 Election – Candidates on IP

Congressional Patent Reform

## DOMESTIC

[Law firms merge, boost IP practice](#)

Crain's Chicago Business - Chicago,IL,USA  
(Crain's) — **Intellectual property** law firm Welsh & Katz Ltd. is merging with Husch Blackwell Sanders

LLP, a Missouri-based firm that recently established a ...

## [Perfecting Security Interests in Intellectual Property](#)

By Jim Singer

In many such transactions, **intellectual property** is a large portion of the collateral. A lender who takes a security interest in IP must perfect its interest in the IP in order to obtain priority over others who might have interests in ...

## INTERNATIONAL

[China says it is Taking Intellectual Property Protections to a New ...](#)

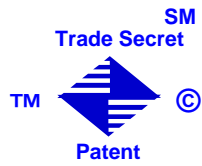
Supply Chain Digest - Dayton,OH,USA

China has long been known for weak protection for **Intellectual Property**, and a haven for counterfeit name-brand products as well as a risk for theft of ...

## OTHER

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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>

## GTT Introduces New Patent Valuation Tool

PR Web (press release) - Ferndale,WA,USA

Global Technology Transfer Group, Inc., (GTT),  
announces the expansion of its **patent** valuation  
service. For the first time, GTT is making available  
its ...