

Sacramento County Bar Association to Host Seminar on Patent Law Changes



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The patent law landscape is rapidly changing, and businesses need more help than ever protecting one of their most valuable resources -- intellectual property. The Sacramento County Bar Association will be hosting "The Business End of Patents," a forum designed to help businesses fortify their existing patent portfolio, learn new ways to use their portfolios to gain advantages in the market, and navigate their way through the complex maze of patent law. Cindy Faatz, Assistant Director of Patents for Intel, will share her insights on what it's like to protect one of the world's largest patent portfolios. She'll be joined by a panel of practicing intellectual property attorneys and Prof. Amy Landers, author of "Patent Law Fundamentals" and professor at the University of the Pacific, McGeorge School of Law.

Sacramento, CA (PRWEB) November 13, 2007 -- Patent law has undergone a radical transformation, particularly in the past five years. To help businesses reassess their approach to patent protection for their proprietary technology, the Intellectual Property Section of the Sacramento County Bar Association is hosting a special presentation on November 28, 2007.

The event is entitled "The Business End of Patents" and will take place at the Hyatt Regency, Sacramento on November 28, 2007 from 5:30pm to 8:00pm. The event is designed to help businesses stake out their territory in the recently-changed patent law landscape, fortify their existing patent portfolio, and learn new ways to use their portfolios to gain a marketplace advantage and to defend against those who are busily taking advantage of the recent changes in the law.

"The Business End of Patents" will feature a panel of Sacramento intellectual property attorneys, including Glen Gross, Pamela Bertani, Scott Plamondon, and Daniel Ballard. Patent attorney Glen Gross will provide an overview of the patent law landscape and will be followed by Professor Amy Landers from the University of Pacific, McGeorge School of Law. Professor Landers will discuss the role of patent protection in the marketplace. Professor Landers litigated intellectual property matters for high technology clients prior to joining the law school faculty, and is currently working on her next book titled "Patent Law Fundamentals." Following Professor Landers will be a presentation by patent attorney Daniel Ballard who will discuss the recent fundamental changes in patent law, and how businesses should adapt to those changes.

The keynote speaker for the event will be Cindy Faatz, Assistant Director of Patents for Intel Corporation. Intel is the world's largest semiconductor manufacturer, with literally thousands of patents in its portfolio. Ms. Faatz has worked in a variety of in the patents and licensing group, including her current focus on overseeing management of Intel's wired and wireless communications patent portfolios. Ms. Faatz will discuss Intel's patent strategy and how Intel is adapting to the changes in patent law. Culminating the event will be a discussion among all the panel members about recent patent infringement cases and the lessons businesses should take from the results of those cases.

"We are thrilled to have such high-caliber speakers discussing this dynamic and vital area of the law," noted Ian Rambarran, an intellectual property attorney at Klinedinst PC. "With their knowledge and expertise, 'The Business End of Patents' will educate business managers on how they must adapt to the recent changes in order to protect one of their company's most valuable resources -- intellectual property."

"The Business End of Patents" will be held at the Hyatt Regency, Sacramento on November 28, 2007 from 5:30pm to 8:00pm. Reservations are required, and attendees can reserve their space by calling Mr. Rambarran's office at 916-444-7573. Complimentary wine will be provided. For more details and information, please visit www.scba.org

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