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STARTUP SEMINAR



John Cabeca

Director Of The Silicon Valley
United States Patent And Trademark Office

As the Director of the Silicon Valley United States Patent and Trademark Office (USPTO), John Cabeca carries out the strategic direction of the Under Secretary of Commerce for Intellectual Property and Director of the USPTO, and is responsible for establishing and leading the Silicon Valley satellite office. Focusing on the region and actively engaging with the community, Mr. Cabeca ensures the USPTO's initiatives and programs are tailored to the Silicon Valley's unique ecosystem of industries and stakeholders.

A 25-year veteran of the U.S. Patent and Trademark Office, Mr. Cabeca most recently served as the Senior Advisor to the Under Secretary of Commerce for Intellectual Property and Director of the USPTO. In this role he oversaw the staff of the Office of the Under Secretary, and worked closely with fellow members of USPTO's Executive Committee to implement the policies and priorities for the Agency. He began his career at the USPTO as a patent examiner after graduating from Widener University with a bachelor's degree in electrical engineering. Mr. Cabeca later became a supervisory patent examiner, supervising examiners in the fields of computer memory access and control and graphical user and operator interfaces. He then joined the Senior Executive Service (SES), serving at the helm of the Patent Technology Center overseeing the semiconductor and electrical systems technologies until his assignment in the Office of the Under Secretary and Director.

Mr. Cabeca has dedicated much of his career to inventor outreach and assistance programs. He also had the unique opportunity to work in a variety of organizations across the USPTO and throughout the federal government. Over the years, John served in the Office of Petitions, the Office of Patent Legal Administration, the Office of Governmental Affairs and the Office of the Under Secretary. In 2006, Mr. Cabeca was appointed a Department of Commerce Science and Technology Fellow and served on special assignment to the Executive Office of the President in the United States Trade Representative's (USTR's) Office for Intellectual Property and Innovation and the Office for Japan, Korea, and Asian Pacific Economic Cooperation Forum Affairs. At the USTR, he worked with multiple agencies on a variety of international intellectual property rights issues and played an integral role in the Free Trade Agreement negotiations with the Republic of Korea.

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Elizabeth Lea Dougherty, J.D.

Director of Inventor Education, Outreach, and Recognition
Office of Innovation Development
United States Patent and Trademark Office



Elizabeth Dougherty is the Director of Inventor Education, Outreach, and Recognition in the Office of Innovation Development at the United States Patent and Trademark Office (USPTO). In this capacity, she develops, implements, and supervises programs that support the independent inventor community, small businesses, entrepreneurs, and the intellectual property interests of colleges and universities. Elizabeth has spearheaded a number of special projects with federal, state and local governments, and private organizations to promote and support invention and innovation in the United States. She oversees a portfolio of ongoing and future initiatives designed to assist independent inventors, entrepreneurs, and underserved communities.

Prior to her current assignment at the USPTO, Elizabeth served in various executive service roles, most recently as Acting Deputy Director in the Office of Patent Legal Administration. In this capacity, she was responsible for the oversight and direction of a team of senior legal advisors and staff assisting the Patent Examining Corps in matters of legal policy. Having begun her career at the USPTO as a patent examiner, Elizabeth examined patent applications filed in the area of Class 73, Electric Devices used for Measuring or Testing.

Elizabeth is frequently called upon to lecture, often to student groups of all ages, about the USPTO, the patent process, innovation and creativity, and legal aspects of obtaining and maintaining a U.S. patent.

Elizabeth received a bachelor's degree in physics from the Catholic University of America in 1991 and a juris doctorate from the Columbus School of Law at the Catholic University of America in 1996. She is a member of the Virginia Bar, the Giles S. Rich American Inn of Court, the Pauline Newman American Inn of Court, the American Bar Association, the Federal Circuit Bar Association, the American Intellectual Property Law Association, the Patent and Trademark Office Society, the Supervisory Patent Examiners and Classifiers Organization, Women in Science and Engineering, and the Prince George's County Historical Society.

Elizabeth enjoys history, living in an 1854 home on the Maryland Historic Register and is the owner of nearly eighty patent models. In addition, she collects other books, documents, and artifacts of USPTO history.

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Teddy Joe

Senior Patent Counsel, Zynga Inc.

Teddy Joe is Zynga Inc.'s Senior Patent Counsel and self-proclaimed Mayor of PatentVille. Besides devoting a good portion of his day to playing video games (for "research"), Teddy leads Zynga's patent program. In that role, he is responsible for engineering and executing the global patent strategy for Zynga, and ensuring that Zynga's patent strategy aligns with its product strategy. Prior to joining Zynga, Teddy was Patent Counsel and Senior Corporate Counsel for salesforce.com, inc. In addition to helping jumpstart and grow salesforce.com's patent portfolio, Teddy also served as the legal M&A integration lead for salesforce.com's largest acquisitions.

Teddy's path to patent counsel for pioneering tech was not a straight shot: after receiving a degree in Chemistry from the University of Texas at Austin, Teddy worked as a drug discovery research chemist in Bayer's Pharmaceutical Division. He then represented Bayer as an institutional sales specialist in New York hospitals. Teddy left the New York area for law school in San Francisco before returning briefly to the pharmaceutical industry as a first-year summer associate at Pfizer Inc. After law school, Teddy committed to tech full time as an associate at the San Francisco intellectual property boutique, Dergosits & Noah LLP, before taking the leap in-house.

Zynga Legal is proud to have been named one of the most innovative in-house teams in the United States by the Financial Times and a 2012 Best Legal Department finalist by Corporate Counsel.

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Stephen Key

Inventor, co-founder of inventRight



Stephen Key is an award-winning inventor, a renowned intellectual property strategist, and a successful entrepreneur. The more than 20 products he has licensed over the past 35 years have sold in Walmart, 7-Eleven, and Disney stores and theme parks worldwide, as well as been endorsed by Michael Jordan, Alex Trebek, and Taylor Swift. Stephen is a co-founder of inventRight, a company that has been teaching people how to license their ideas for more than 14 years now. He recently joined Make48, a new resource and event competition for everyday people to showcase their ingenuity. His first book, *One Simple Idea: Turn Your Dreams Into a Licensing Goldmine While Letting Others Do the Work*, has been translated into five other languages. He writes a popular weekly column for Inc.com and is long-standing contributor to Entrepreneur.com.

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Benjamin Kimes

**Legal Assistance: The California Inventors
Assistance Program (CIAP)**



Benjamin Kimes is Counsel to the Lowenstein Sandler's Tech Group as an Intellectual Property (IP) lawyer with a focus on patent law. He represents clients, including Fortune 100 companies, start-ups and solo inventors; in all stages of development, such as IP strategy, patent preparation and prosecution, and patentability. Ben additionally advises clients on open source licensing issues, both for companies that provide their software under open-source license, and for companies that use open-source software licensed by others.

Ben has written and prosecuted hundreds of patent applications in many different computer software technologies, including cryptography, cloud computing, distributed processing, virtualization, database management, machine learning, distributed transactions, middleware, image processing, data loss prevention (DLP), antivirus, and media streaming. Ben also regularly prepares and prosecutes patent applications in the technologies of semiconductor devices, sensors, semiconductor manufacturing equipment, semiconductor processing, applied physics, material science, nanoparticles, solution processing, medical devices, telecommunications, wireless communications, power management, and computer hardware, among others.

With a strong commitment to pro bono work, Ben manages Lowenstein Sandler's patent pro bono program. As a member of the steering committee for the California Inventors Assistance Program (CIAP), he helped establish CIAP and sits on the advisory committee. Ben is also a member of the board of directors for California Lawyers for The Arts (CLA), which administers the CIAP.

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Anthony (Tony) Knight

Associate Commissioner for Innovation Development (Acting)
United States Patent and Trademark Office



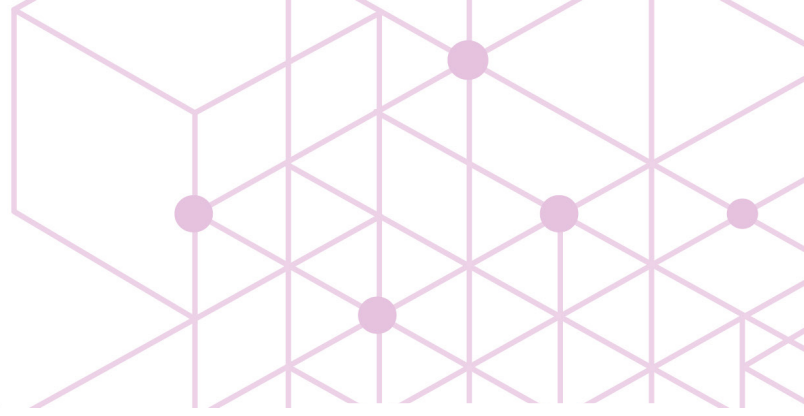
Tony is a graduate of Drexel University, where he earned a Bachelor of Science in Mechanical Engineering in 1985. Upon graduation he joined the United States Patent and Trademark Office as an examiner in pipefittings technology. While working at the USPTO, Tony attended George Mason University School of Law and earned his juris doctorate in 1990. From 1990 to 1992, he was in private practice and prosecuted applications for various technologies through out the USPTO. In 1992, Tony returned to the USPTO. After achieving the grade of primary examiner, he was promoted to supervisory patent examiner in 1998 and supervised examiners in such diverse fields as hinges and hardware to computer controls.

In 2007 Tony was named to the position of supervisor in the Office of Petitions and in March 2010 became Director of the Office of Petitions. In June 2013, he was asked to serve as the Acting Associate Commissioner for Innovation Development.

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Howard Lim
Founder, HOW Creative

As founder of HOW Creative, Howard Lim has been building business and brands for nearly three decades. His passion is helping organizations transform products and services into rich brand experiences that motivate and inspire consumers achieve their aspirations.

Mr. Lim has shepherded the brands of emerging, leading and Fortune 100 companies such as Apple, Disney, DreamWorks, Honda, Xerox, Namco, HBO, Mattel, Oracle adding billions of dollars to clients' profits, brand value and equity.

A veteran whole-brain thinker, Howard Lim is dedicated to innovation and creating aesthetic assets that become valuable financial assets. He is a frequent speaker, judge and panelist at invention, product and business conferences, and through his seminars and workshops, has taught more than 75,000 entrepreneurs how to build differentiated brands that connect with customers intellectually and emotionally, proving that an Authentic Brand® accelerates growth, customers, profit and value for every company, large or small.

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Craig Morris

Trademark Attorney for Educational Outreach
United States Patent and Trademark Office



Craig Morris works within the Office of the Commissioner for Trademarks in the United States Patent and Trademark Office (USPTO), Alexandria, Virginia. Currently, he is the Managing Attorney for Educational Outreach, spearheading the effort for increased USPTO activities in the area of trademark fundamentals for entrepreneurs, small businesses, and business students. For fourteen years prior, he was the Managing Attorney for the Trademark Electronic Application System, focusing on making the Trademark Operation a total e-government environment. Mr. Morris has been with the USPTO since 1983, previously serving as a Law Office Examining Attorney, Senior Attorney, and Managing Attorney.

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Robert Pimm

Chief Learning Officer and Director of Legal Services
California Lawyers for the Art

Bob Pimm is the Chief Learning Officer and Director of Legal Services for California Lawyers for the Arts which administers the California Inventors Assistance Program (CIAP). The CIAP is the largest regional patent pro bono program in the U.S. serving independent inventors and small businesses. More than 1,000 applicants have been served from the beginning of the CIAP. The total value of pro bono services provided to the independent inventor community by the CIAP so far is estimated to be \$1,164,940.

CLA is a nonprofit tax-exempt service organization founded in 1974 that provides lawyer referrals, dispute resolution services, educational programs, publications and other resources to the creative arts and innovation community.

Bob Pimm is admitted and qualified as an attorney and counselor at law to practice in all courts in the State of California. He is also admitted and qualified to practice in the federal courts of the United States District Court for the Northern District of California, and in the United States Court of Appeal for the Ninth Circuit.

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Mark Quinn
District Director



Mark Quinn has been with the U.S. Small Business Administration for over 28 years, starting in September 1986. Mark is an experienced District Director who is particularly skilled in translating the process, complexity, and terminology of small business lending and technical business training into the common sense terms a small business owner and the public needs.

Prior to his appointment as District Director, Mark served as Deputy District Director for the San Francisco District Office. Before that he supervised the San Francisco District's Portfolio Management Division, handling the servicing of SBA lending throughout Northern California.

Preceding his time at the SBA, Mark held positions as a Regional Economist and Economic Development Specialist with the U. S. Department of Housing and Urban Development in San Francisco and Philadelphia Regions.

The San Francisco District covers the San Francisco Bay Area and Northern California counties from Crescent City to Santa Cruz. Annually, the District approves SBA guaranty loans, which, in fiscal year 2015, will total over \$1 Billion million for over 1,600 small business loans made through 125 lending institutions.

Also in 2013, the San Francisco District Office cosponsored over 1,000 training events for over 50,000 Bay Area small businesses or prospective businesses from SBA resource partners.

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Britten Sessions

Director/Founder

IP Clinic at Lincoln Law School of San Jose



Britten Sessions is a patent attorney at Zilka-Kotab, PC. He has years of experience in working in every stage of the patent process, including early-stage IP opportunities, strategic preparation and procurement of patents, and alignment of patent portfolios with business strategies. He assists companies of all sizes, including garage inventors to Fortune 500 size companies. Additionally, Mr. Sessions manages the IP Department at Lincoln Law School of San Jose. He teaches several classes relating to intellectual property, patent practice, and IP portfolio strategies. Further, he has authored many publications, including two textbooks, and several peer-reviewed articles. He is the Founder and Director of Lincoln's Intellectual Property Clinic, a USPTO approved student and pro-bono clinic.

Mr. Sessions grew up in Orange County, California, received his B.S. in chemical engineering from Brigham Young University, and then received his J.D. from Santa Clara University. He is active in the community, serving on several organization boards, and giving many presentations a year to the public.

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Soody Tronson
Founder, STLGip



Soody Tronson is the founder and principal at STLGip, a Silicon Valley boutique technology law firm, counseling domestic and international clients in all aspects of patents and trademark preparation and prosecution, as well as technology transactions in a wide range of technologies.

Soody is a seasoned professional with over 25 years of experience in law, technology, and management in start-up and established environments. Prior to starting her firm, she practiced law as IP Counsel at Silicon Valley office of HellerEhrman as well as Townsend and Townsend and in-house at the Hewlett-Packard Company. She was General Counsel and VP of Intellectual Property at a successfully acquired medical device start-up company where she was responsible for all legal matters. Prior to starting her legal career, She spent several years in the industry holding technical and management positions at companies such as Hewlett-Packard and Schering-Plough Corporation. Based on the range of her experience and having founded companies of her own, she is well accustomed to challenges facing emerging as well as mature companies.

Soody is a frequent lecturer at domestic and international forums, and instructs courses on IP, licensing, technology transfer, and entrepreneurship at various institutions including Stanford University. She serves as adviser and mentor with several organizations including TechFutures Group (a nationally accredited virtual accelerator formed through the Small Business Development Centers in 2012), where, along with her other team members, has helped qualified technology companies raise about \$50 million in angel and venture capital funding and create nearly 270 jobs.

Soody also consults in non-legal capacity on select projects with both domestic and international sectors including company assessment and market positioning. She is an inventor on patent applications and issued patents. She holds a J.D., M.S. in Industrial chemistry, and B.S. in chemistry, and is licensed to practice before the State of California and the U.S. Patent and Trademark Office.

Soody is the Chair of the Licensing Executives Society, Silicon Valley Chapter and a member of the Board of Directors and Co-Chair of the Patent Section at Palo Alto Area Bar Association. Nationally, with the Licensing Executives Society, USA & Canada, she serves as a Member of The IP100 Executive Forum, and The Annual Meeting Planning Committee.

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Joanne Vliet

Photo Not Available

Director of the U. S. Commercial Service's
Silicon Valley Office

Joanne Vliet is the Director of the U. S. Commercial Service's Silicon Valley office, located in San Jose, California. Part of the U.S. Department of Commerce, International Trade Administration, the agency maintains a network of trade promotion and policy professionals located in over 70 countries and 100 U.S. locations. The Commercial Service promotes U.S. exports, especially among small and medium-sized enterprises; advances and protects U.S. commercial interests overseas; and attracts inward investment into the United States. In addition to directing the operations of the Silicon Valley office, Ms. Vliet also manages a diverse client portfolio in the following sectors: aviation/defense, scientific instruments, financial and other professional services, robotics, and safety/security equipment. Ms. Vliet is a Marshall Memorial Fellow, and a graduate of the University of Texas at Austin, having pursued advanced studies at the Chinese University of Hong Kong and Nanjing University in China.