Intellectual Property Approaches To Safeguard Value

Trademarks, Patents, and Trade Secrets. The three key areas of intellectual property protection that may be used to safeguard the value of your medical device company.

Program Description

Trademark protection
Robert Adelson will discuss development and use of trademarks as business assets and safeguarding their value in medical device and life sciences product and service businesses and product lines including:

- Value of choosing “suggestive” brand names for businesses, products and services
- Benefits of availability searches and then seeking Federal protection
- Protecting of brand names in use and those desired on an Intent To Use (ITU) basis
- Costs and benefits in safeguarding trademarks
- Pitfalls to avoid loss of trademark protection

Patent protection
Kirk Teska will present an intellectual property case study of a medical device which will demonstrate:

- An outline of the problem and need solved by a medical device company
- The solution to problem
- The product developed
- Strategy and plan developed for patent protection including:
  - Early intervention
  - Searching
  - Planning
  - Budget

Trade Secrets
Sometimes patent protection is not the best solution to protect a medical device or medical software. Dr. Stanley F. Chalvire will discuss:

- Trade Secrets and the protections they can provide
- Distinguish Trade Secrets and Patents
- Discuss Strategic Considerations to Maintain Trade Secrets

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Upcoming Events

Wed, Oct 22 5:30 - 8:00 PM
MDG Entrepreneur & Clinical SIG
Keys to Successful (And Sometimes Not) Medical Device Startups
(Constant Contact)

Thurs Oct 30 11:30 AM – 5:00 PM
Joint MDG-FDA Medical Device Workshop
Working Together – Keeping Informed
(Constant Contact)

Wed Nov 5 5:30 – 8:30 PM
Forum: Optical Cancer Detection: 20 years of Lessons Learned and 20 Years Of Future Promise
(Constant Contact)
Moderator

Roy Coleman
Biomedical engineer and patent attorney practicing at Iandiorio Teska & Coleman LLP in Waltham

Mr. Coleman’s practice specializes in developing intellectual property strategies for his clients including preparation and prosecution of patent and trademark applications, patent infringement, validity, and freedom to operate opinions and patentability search requests.

Prior to attending law school, Mr. Coleman worked for two years as biomedical research engineer investigating ultrasound back-scattering from spherical tumors and has over ten years experience as a software engineer. Mr. Coleman is the Director of Programming for the Boston Chapter of the Biomedical Engineering Society, Chair of the Entrepreneurial Medical Development Group SIG, and member of the board of the North Shore Technology BioScience Group.

Panelists

Robert Adelson
Business and tax attorney and partner at Engel & Schultz LLP in Boston

Rob has been an attorney for over 30 years specialized in business, tax, stock and options, employment, contracts, financings, trademarks and intellectual property. He joined his present firm in 2004 and represents entrepreneurs, start-ups and small companies, independent contractors and employees and executives, mainly in technology based in life science fields including medical device.

He speaks frequently on business law topics and has authored numerous articles published in Boston Business Journal, Mass High Tech, Genetic Engineering News and other publications. Rob has been on the ENET Board since 2002 and Chairman since 2009 and is also a Co-Founder and Board member of the 128 Innovation Capital Group. He holds a B.A., summa cum laude, from Boston University, a J.D., law review, from Northwestern University (Chicago), and a LL.M. from New York University in Taxation.

Stanley F. Chalvire
Registered Patent Attorney at Morse, Barnes-Brown & Pendleton

Dr. Stanley F. Chalvire is a Registered Patent Attorney, specializing in patent prosecution, the licensing of intellectual property and related counseling. Stan focuses his practice on counseling clients in developing and implementing strategies to protect their intellectual property, particularly in areas relating to pharmaceuticals, biotechnology and medical devices, as well as advising clients with respect to freedom-to-operate and related clearance studies.

Before joining MBBP, Stan practiced as in-house Intellectual Property Counsel, representing a NASDAQ-listed pharmaceutical company. Prior to beginning his legal career Stan practiced as a Registered Pharmacist in both hospital and clinical settings. He is a graduate of Massachusetts College of Pharmacy and Health Sciences holding the degrees of B.S. in Pharmacy and Doctor of Pharmacy. He earned his J.D. from Suffolk University Law School, where he successfully completed the Health and Biomedical Law academic concentration, focusing his legal studies on matters which are pertinent to clients in the life sciences, pharmaceutical and medical device industries.

Kirk Teska
Managing partner of Iandiorio Teska & Coleman LLP

He has over 20 years of intellectual property law experience and teaches patent law at Suffolk University Law School. He specializes in patents landscape analysis, patent portfolio development and management, trademarks, copyrights, trade secrets, licensing, litigation of intellectual property matters, employee and consultant contracts, confidential disclosure agreements, government contracts, and other related areas of intellectual property. His clients include startup companies, military engineering firms and larger corporations. He is a regular columnist for Mechanical Engineering Magazine and IEEE Spectrum.

He co-authored a chapter in two books: “The Portable MBA in Entrepreneurship” and “Entrepreneurship” (John Wiley & Sons) and wrote “Patent Savvy” (2007, Nolo Press) and “Patent Management” (2010, ASME). Mr. Teska was a Director of SBANE and a past Chairman of the IEEE Entrepreneurs’ Network. His degrees are: a Bachelor’s in Mechanical Engineering, a Master’s in Systems Management, and a Juris Doctorate. He is a member of the patent bar, the Massachusetts bar, and New Hampshire bar.

Co-Champions for this Forum

Rob Adelson, Business and tax attorney and partner at the Boston law firm of Engel & Schultz LLP
Roy Coleman, Managing partner of the law firm, Iandiorio Teska & Coleman LLP
MDG Boston

We would like to thank the hundreds of volunteers who help to make this organization a success.

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About MDG Boston

MDG is the professional association for career building, knowledge acquisition and mutual support for New England medical technology professionals.

MDG sponsors Forums, Networking, SIGs (Special Interest Groups), Workshops and Special Events where diverse industry leaders can share their experience and knowledge as presenters and one-on-one.