

Fall 2009

## What's New at Bay Area Law Schools: GGU's Intellectual Property Law Center

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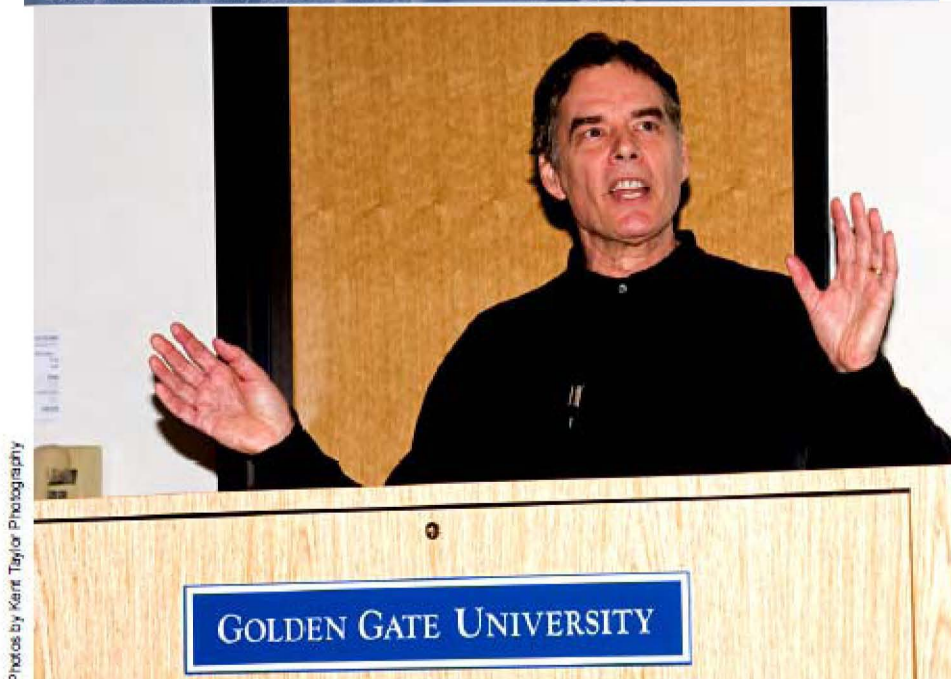
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# GGU's Intellectual Property Law Center

## SAN FRANCISCO ATTORNEY Fall 2009



*William F. Paery delivering the inaugural Intellectual Property Law Center lecture at Golden Gate University School of Law*

### GOLDEN GATE UNIVERSITY SCHOOL OF LAW

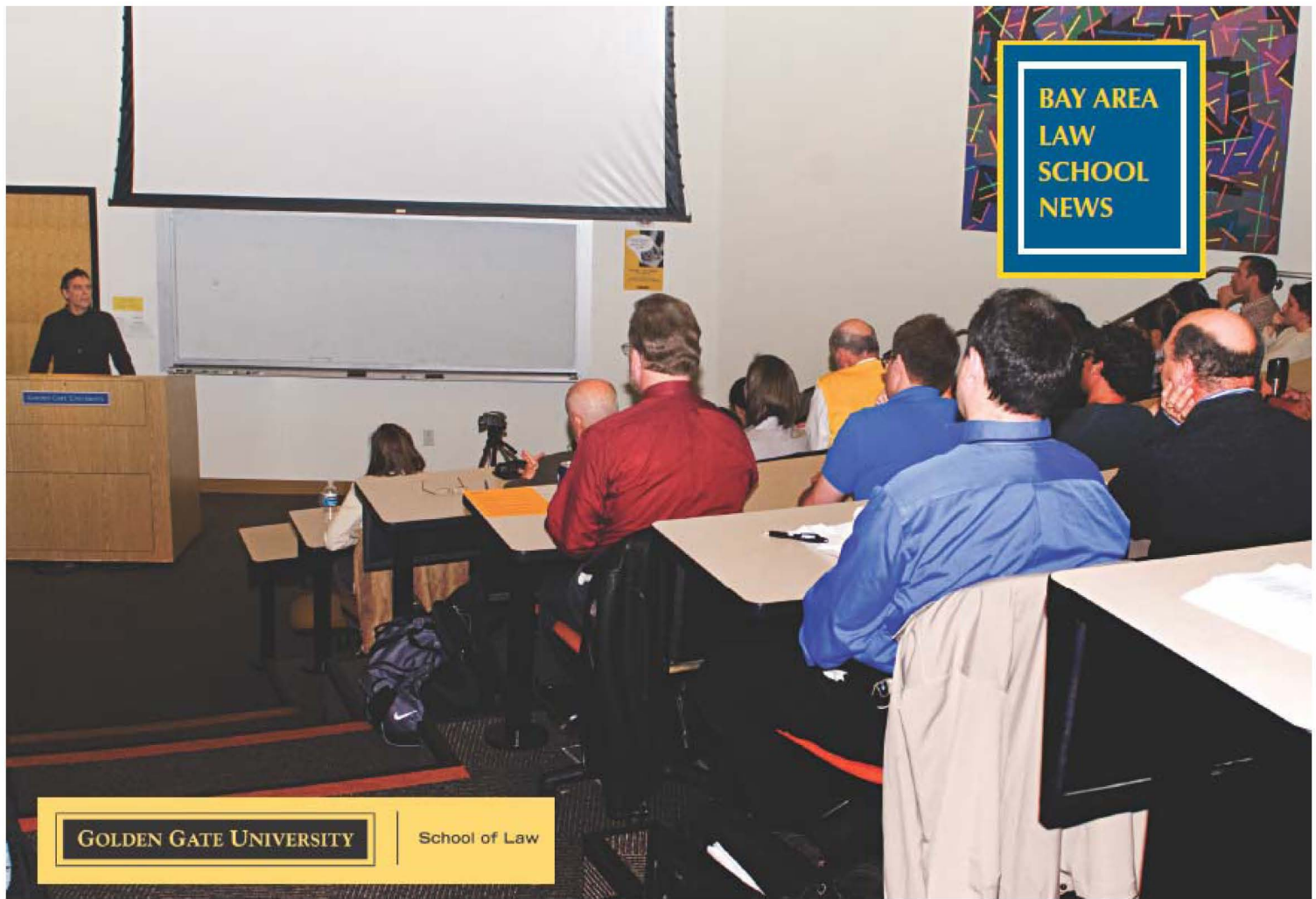
**G**olden Gate University School of Law has established the Intellectual Property Law Center (IPLC) to advance research, scholarship, and professional development in this rapidly evolving area of legal practice. The center is codirected by School of Law professors and veteran IP practitioners Marc Greenberg and William Gallagher and includes a distinguished advisory board composed of partners at national law firms, in-house counsel at major entertainment companies, an attorney with the U.S. Patent and Trademark Office, a federal judge, and others. The center complements and enhances the law school's dynamic intellectual property law program, which offers more than two dozen IP law courses, an IP Law Certificate of Specialization for J.D. students, and an LL.M. in

intellectual property law for those seeking further expertise in the field.

The Intellectual Property Law Center's major programs include:

- ◆ Annual Conference on Recent Developments in Intellectual Property Law

This daylong MCLE program features presentations and panels by noted attorneys and scholars. The most recent conference was cohosted by the IP Law Center and Townsend and Townsend and Crew and featured speakers from major law firms, as well as Electronic Arts and CafePress, discussing trends in patent, trademark law, and fair use; branding on the Internet; videogaming, and more. The Eighth Annual Conference will be held October 16, 2009, and will include presentations by Hon. James Ware, U.S. District Court; U.S. Trademark Commissioner Lynne Beresford; and practitioners Anne Haring, Benjamin Duranske, Robert Morrill, Anthony Berman, and Justin Beck.



◆ Distinguished Intellectual Property Law Speaker Series

The 2009 inaugural lecture was delivered by William F. Patry, Google's senior copyright counsel.

◆ IP Practitioner Lectures

Informal noontime discussions for local IP attorneys on developments in IP law and practice.

The IP Law Center is attracting practitioners, members of the judiciary, and legal scholars in a variety of other ways. For example, in April the center and California Lawyers for the Arts cohosted a panel on the controversial proposed Google books settlement that has been approved by the court (*The Authors Guild, Inc., et al. v. Google Inc.*), and in May the center hosted a visiting delegation of foreign judges and prosecutors

from more than twelve nations in connection with the U.S. Patent and Trademark Office. Golden Gate was one of only four U.S. law schools selected to host the delegation.

“With our location in the heart of San Francisco’s legal and financial district, our proximity to Silicon Valley, and our close ties to California’s entertainment centers, the center is ideally situated to serve the IP legal community and advance the field,” says professor and center codirector Marc Greenberg, a widely published, veteran Bay Area attorney with more than twenty years’ experience in IP, entertainment law, business litigation, and transactional work. “We invite Bay Area attorneys and others with IP interest and expertise to contact us for more information about our offerings at 415-442-6611 or [mgreenberg@ggu.edu](mailto:mgreenberg@ggu.edu).”