

PIPLA NEWS

The official newsletter of the Pittsburgh Intellectual Property Law Association

OCTOBER LUNCH MEETING & CLE

Wednesday, October 21, 2015

The Engineers' Society of Western PA
337 Fourth Avenue
Pittsburgh, PA 15222
Phone: (412) 261-0710

Time: Noon (Buffet)

Payment Required (Please Prepay):

- Members: \$30-Lunch / \$20-CLE
- Non-Members: \$30-Lunch / \$60-CLE

Check payable to PIPLA. Mail to:

PIPLA
c/o The Webb Law Firm
One Gateway Center, Ste. 1200
420 Ft. Duquesne Blvd.
Pittsburgh, PA 15222

OR PayPal via website: www.piplaonline.org (click on "October 21, 2015 Lunch & CLE").

Please RSVP by October 16, 2015; late RSVPs contingent upon seating/meal availability with an additional \$20 fee. No refunds for cancellations. Walk-ins cannot be accommodated.

Presenters: Matthew M. Hughey and Anthony M. Masztak, Directors from Gleason IP

The title of the talk will be "Issues Involving Secondary Considerations of Non-Obviousness from a Financial Perspective" (1 Hr. of Substantive Credit)



IN THIS ISSUE

October Lunch & CLE	1
2015-2016 Meeting Dates	1
New PIPLA Memberships	2
Event Announcement: AIPLA 2015 Annual Meeting	2
Google Launches New Version of Its Prior Art Searching System	2
Recently Filed IP Cases in the W. D. PA.	3
2015-2016 PIPLA Officers Committees, and Representatives	4

PIPLA 2015-2016 MEETING DATES

Mark your calendars!

- **October 21, 2015** – Lunch Meeting (Engineers' Society)
- **November 18, 2015** – Dinner Meeting (McCormick & Schmick's)
- **January 20, 2016** – Breakfast Meeting (Allegheny HYP Club)
- **February 17, 2016** – Lunch Meeting (Rivers Club)
- **March 16, 2016** – Dinner Meeting (Duquesne Club)
- **April 20, 2016** – Annual Meeting/Awards Lunch (Eddie Merlot's)

NEW PIPLA MEMBERSHIPS

PIPLA welcomes the following new members:

- Gunjan Agarwal – Fox Rothschild LLP (Pittsburgh, PA) (Active Member)
- Joseph S. Cancilla – The Webb Law Firm (Pittsburgh, PA) (Active Member)
- Adam Denmead – The Webb Law Firm (Pittsburgh, PA) (Active Member)
- Edith L. Erkert – Ference & Associates (Pittsburgh, PA) (Active Member)
- Meghana B. Gupta – The Webb Law Firm (Pittsburgh, PA) (Active Member)
- Kathryn M. Hanak – The Webb Law Firm (Pittsburgh, PA) (Active Member)
- Laura R. Hillock – University of Pittsburgh (Pittsburgh, PA) (Active Member)
- Gregory V. Madden – The Webb Law Firm (Pittsburgh, PA) (Active Member)
- Maximilian D. Meese – The Webb Law Firm (Pittsburgh, PA) (Active Member)
- Donald R. Palladino – Covestro LLC (Pittsburgh, PA) (Active Member)
- Jennifer R. Seng – University of Pittsburgh (Pittsburgh, PA) (Active Member)

EVENT ANNOUNCEMENT: AIPLA 2015 ANNUAL MEETING

October 22-24, 2015

Marriott Wardman Park Hotel
2660 Woodley Rd., NW
Washington, DC 20008

Information regarding this year's Annual AIPLA Meeting in Washington, DC, including registration and program information can be found at: <http://www.aipla.org/learningcenter/AM15/Documents/AM15%20Preview.9.4.15-compressed.pdf>.

GOOGLE LAUNCHES NEW VERSION OF ITS PRIOR ART SEARCHING SYSTEM

Over the summer, Google, a significant and vocal player in the patent landscape, launched a new version of its Google Patents, a prior art searching system. In a post on Google's Public Policy Blog, Allen Lo, Deputy General Counsel for Patents, and Ian Wetherby, Software Engineer for Google Patents, explained at least two aims of the new patent search system.

First, the new Google Patents is aimed at making patent examination more efficient, a primary goal of the USPTO's Patent Quality Initiative. Mr. Lo and Mr. Wetherby cite the importance of increasing efficiency in prior art searching based on steady increases in the number of patent filings.

Second, Google also hopes that its new patent search capabilities will help prevent bad patents from issuing. According to Google, good patents support innovation, while bad patents are counterproductive to innovation because some innovative companies are forced to choose between paying potentially unwarranted licensing fees and paying litigation costs associated with fighting patent infringement claims.

Since its launch in 2006, this is not the first time Google Patents has been updated to potentially improve locating prior art. In 2012, Google Patents expanded to allow for search of ideas submitted to the European Patent Office. Again, in 2013, the search database expanded to include prior art from other agencies, including China, Germany, Canada, and the World Intellectual Property Organization (WIPO)

This time around, the new version of Google Patents includes new features that shift the way that prior art is searched. Google emphasized, in its new version of Google Patents, that non-patent prior art may oftentimes be just as relevant as issued patents and published patent applications. Therefore, the updated version of Google Patents catalogues non-patent prior art by using the same scheme that applies to patents. The scheme now used to index both patents and non-patent literature is based on Cooperative Patent Classification codes, which some believe offers better classification and standardization.

According to Mr. Lo and Mr. Wetherby, other advantages of the new Google Patents

include a simplified interface, more intuitive search fields, and an ability to search through foreign patent documents using English search terms.

RECENTLY FILED IP CASES IN THE WESTERN DISTRICT OF PENNSYLVANIA

Case	American Beverage Corporation v. Florida Fruit Juices Inc.
Case Number	2:15-cv-01018-CB
Filed	August 4, 2015
Presiding Judge	Judge Cathy Bissoon
Cause	Trademark Infringement

Case	Broadcast Music Inc. et al. v. George Moore Enterprises Inc. et al.
Case Number	3:15-cv-00215-KRG
Filed	August 20, 2015
Presiding Judge	Judge Kim R. Gibson
Cause	Copyright Infringement

Case	Dustin Hyrum Lane v. Michael J. Lucas et al.
Case Number	2:15-cv-01140-AJS
Filed	August 31, 2015
Presiding Judge	Judge Arthur J. Schwab
Cause	Copyright Infringement

Case	The Homer Laughlin China Company et al. v. Williams-Sonoma Inc.
Case Number	2:15-cv-01201-DSC
Filed	September 15, 2015
Presiding Judge	Judge David S. Cercone
Cause	Trademark Infringement

Case	Microtech Knives Inc. v. Charles E. Dellavecchia
Case Number	1:15-cv-00231-BR

Number	
Filed	September 22, 2015
Presiding Judge	Judge Barbara Rothstein
Cause	Trademark Infringement

FROM THE NEWSLETTER COMMITTEE

We hope you've enjoyed this issue of the 2015/2016 PIPLA News, an informative and hopefully entertaining look at the goings on in IP law. We invite our entire readership to contribute to this endeavor with articles, announcements, and job postings of your own. If you have something you would like included in PIPLA News or have questions about how you can contribute, please contact Michael Grese at 412-471-8815 or at mgrese@webblaw.com.

EDITORIAL BOARD

Michael Grese, Co-Chair (412-471-8815)
 Jordan Riviello, Co-Chair (412-471-8815)
 Greg Madden
 Maximilian Meese

PITTSBURGH INTELLECTUAL PROPERTY LAW ASSOCIATION

2015-2016 OFFICERS

PRESIDENT

Matthew W. Johnson
Jones Day
One Mellon Center, 31st Floor
500 Grant Street
Pittsburgh, PA 15219
Phone: 412-394-9524

VICE PRESIDENT

Jacob H. Rooksby
Duquesne University School of Law /
Cohen & Grigsby, P.C.
600 Forbes Avenue / 625 Liberty Avenue
Pittsburgh, PA 15282 / 15222
Phone: 412-396-6185 / 412-297-4839

SECY.-TREASURER

Chip Dougherty
Beck & Thomas, P.C.
1575 McFarland Road, Suite 100
Pittsburgh, PA 15216
Phone: 412-343-9700

COMMITTEES

PROGRAM

Henry M. Sneath, *Chair* (412-288-4013)
Robert L. Wagner
James G. Porcelli
Joshua R. Nightingale
Jacob H. Rooksby
Ying Cao
Rebecca M. Bachner

NEWSLETTER

Michael J. Grese (Co-Chair) (412-471-8815)
Jordan T. Riviello (Co-Chair) (412-471-8815)
Gregory V. Madden
Maximilian D. Meese

ETHICS, GRIEVANCES, MEMBERSHIP/BY-LAWS & RULES

Kirk M. Miles, *Co-Chair* (412-471-8815)
William E. Kuss, *Co-Chair* (412-355-6323)
Gregory L. Bradley
Cecilia R. Dickinson
Thomas C. Wolski
Glenn E. Klepac

STUDENT LEADERSHIP AWARD

Lynn J. Alstadt, *Chair* (412-562-1632)
Tracey D. Beiriger
Lee Kim
Duane A. Stewart III

SOCIAL/ATHLETIC ACTIVITES

Michael D. Gagliano, *Chair* (412-471-8815)
Aaron A. Mace
Patricia A. Olosky
Christopher P. Sherwin

INVENTOR AWARD

Ralph G. Fischer, *Chair* (412-392-2121)
Michael P. Alexander
Joseph L. Kent
Duane A. Stewart

PUBLIC RELATIONS/SCHOOL CREATIVITY

Adam J. Komorowski, *Chair* (412-471-8815)
Ralph G. Fischer
Neil J. Friedrich - [Linkedin](#)
Anthony L. Pisano
John W. Zerr

WEBPAGE COMMITTEE

Ryan J. Miller, *Chair* (412-471-8815)
Christian D. Ehret
Aaron A. Mace

REPRESENTITIVES

EPO LIASON

William H. Logsdon (412-471-8815)

JPO LIASON

Kent E. Baldauf, Sr. (412-471-8815)

SIPO LIASON

Randall A. Notzen (412-471-8815)