

Pittsburgh, PA 15222

FEBRUARY LUNCH MEETING AND CLE

Wednesday, February 17, 2016

Rivers Club
One Oxford Centre
301 Grant Street, Ste. 411 (Allegheny Room)
Pittsburgh, PA 15219
Phone: 412-391-5227

Time: 12:00 PM

Buffet Lunch

CLE: "100 Years of PIPLA: Patent Law at PIPLA Through the Years"

Join us as three current Duquesne Law students (Christian Angotti, Dave Zimmermann, and Tynishia Williams) discuss their time in the PIPLA archives, just in time for PIPLA's centennial year. Their presentation will cover evolving ideas for addressing "patent trolls", as well as the presumption of patent validity, that members have proposed through the years. In addition, they will share interesting information about the composition, functioning, and traditions of our 100-year old organization.

(1 hour substantive credit)

Payment Required (Please Prepay):

- Members: \$35 Lunch / \$20 CLE
- Non-Members: \$35 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.

OR PayPal via website: www.piplaonline.org (under "Activities" and "Regular Meetings," for the "February 17, 2016 Lunch Meeting").

Please RSVP by **February 12, 2016**; late RSVPs contingent upon seating/meal availability with an additional \$20 fee. No refunds for cancellations. Walk-ins cannot be accommodated.



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PIPLA 2016 MEETING DATES

Mark your calendars!

- **February 17, 2016** – Lunch Meeting (Rivers Club)
- **March 16, 2016** – Dinner Meeting (Duquesne Club)
- **April 20, 2016** – Annual Meeting/ Awards Lunch (Eddie Merlot's)

**CHECK OUT THE NEWLY DESIGNED PIPLA WEBSITE!
www.piplaonline.org**

More Helpful Google Tools

Anyone working in intellectual property is familiar with the Google search engine. It has become the staple starting point for most research questions and has even evolved into a verb in common lexicon. In fact, many younger attorneys have a difficult time imagining IP practice without it.

What is important to remember is that Google provides more helpful tools than just a search engine, powerful though it may be. Recalling our October 2015 PIPLA newsletter, we discussed the new Google Patents. In this issue of the PIPLA newsletter, we'd like to potentially introduce you to several additional tools that may be very useful in IP practice: the Google Reverse Image Search and the Google Translate App. They may not be as revolutionary as the ubiquitous search engine, but these features provide clever ways to find information through Google.

Reverse Image Search

Most internet users are likely familiar with the (forward) Google image search, which returns images related to a particular search term. What is less commonly known is that Google provides the ability to *begin* a search with an image and search for the origin of the picture, or find where else that image is being used.

How does this help? You may want to search the image of a trademark to see who else is using it, perhaps without a license, find out who is using copyrighted images, or discover the source of an image that was later watermarked. If you have found an unlicensed vendor using a particular set of images to sell your client's patented product, try searching the images to see where else it may be advertised. It can even be used as another tool for finding prior art in a patent search, utilizing either images of a particular product or figures from a patent application. There are many different possibilities, all of which start with the basic question: "Where can I find this image, or something a lot like it?"

There are different ways to begin using the Reverse Image Search, but here is the most common:

- (1) Navigate to images.google.com.
- (2) Click the small camera icon in the search bar. When you hover over the icon, the tooltip reads "Search by image."
- (3) If you've found the search image on a website, you can paste the image's URL into the search window's "Paste image URL" tab. However, it may be easier to save the image to your computer and use the "Upload an image" tab to upload the desired image to the search engine.
- (4) When you submit the image, Google will scour the web for uses of that image, and if Google can't find that exact image, it will return the most similar images it can find.

Alternatively, if you use Google Chrome as your internet browser, you can right-click an image on a website and select "Search Google for image" in the pop up menu. Soon, you'll be sleuthing the web and maybe even digging up potential infringers.

Google Translate App

Google translation services have been around for quite some time, becoming incorporated into many major IP applications, including the European Patent Office's Espacenet, a patent database with built-in translation services for foreign patent documents. Even the tools on translate.google.com have become quite sophisticated. Google Translate can detect what language you're typing in, and it even allows you to translate whole document files.

It may become frustrating, though, to try to translate languages that don't use the Latin alphabet, as our keyboards are not equipped for those structures. And although Google provides a pen tool at translate.google.com to doodle in characters one at a time, you may soon find yourself throwing in the towel.

Luckily, the Google Translate App, available on both Android and iOS platforms, comes equipped with a camera feature that allows you to scan your foreign documents with a smartphone or tablet and translate those tricky documents on the fly. It's as easy as taking pictures of sample text, highlighting the target text with your finger, and reading the

translation. What's more, certain languages can be translated dynamically and in real time. As you move your camera across the document, you can see the foreign words on your screen get swapped out for English, or another language.

Of course, Google is not as accurate as a human in terms of conveying meaning across structural boundaries in language—yet. But when you're scanning through a Japanese Office Action trying to decipher why a prior art reference was cited, it may only take a few seconds and a few clicks on your phone to get the general idea.

As always, use your best judgment and discretion when using new research tools, but hopefully these two small pieces of technology can help turn some of your road blocks into shortcuts.

RECENTLY FILED IP CASES IN THE WESTERN DISTRICT OF PENNSYLVANIA

Case	Live Face On Web, LLC. v. Complete Family Dentistry P.C.
Case Number	2:2016cv00007
Filed	January 5, 2016
Presiding Judge	Judge Cathy Bissoon
Cause	Copyright Infringement

Case	Microtech Knives, Inc. et al. v. Flynn
Case Number	1:2016cv00010
Filed	January 8, 2016
Presiding Judge	Magistrate Judge Susan Paradise Baxter
Cause	Trademark Infringement

Case	Kroff Chemical Company, Inc. v. Enviromine, Inc.
Case Number	3:2016cv00024
Filed	January 20, 2016
Presiding Judge	Judge Kim R. Gibson

Cause	Patent infringement
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Case	Limelight Tile & Ceramics, LLC v. Bennet
Case Number	2:2016cv00122
Filed	January 29, 2016
Presiding Judge	Judge Cathy Bissoon
Cause	Copyright Infringement

PITTSBURGH INVENTION SPOTLIGHT

Sticking with our Google theme, this month's invention spotlight highlights a patent that could simplify your next in-person meeting, or perhaps ruin your alibi if you happen to miss that meeting. "Geolocation Rescheduling System and Method", US Patent No. 9,253,227, issued on February 2, 2016, and is owned by Google Inc. The two listed inventors, Dean K. Jackson and Daniel V. Klein, are Pittsburgh residents.

The invention discloses, in part, a computer-implemented method of determining an initial (and previously-scheduled) meeting location and time, determining the location of meeting attendees (e.g., via their GPS coordinates) proximate to the meeting time, determining if the location of the meeting could be changed based on the attendee locations, and, if so, suggesting at least one alternative meeting location.

The figure shows two mobile device screens. The top screen, labeled 250, has a title 'Suggestion (250)'. The text on the screen reads: 'All of the attendees of the meeting that you are travelling to are currently near restaurant 214.' Below this is a question: 'Would you like to relocate the meeting there?' with a reference numeral 252 pointing to the question. At the bottom of the screen are two buttons: 'Yes' (reference numeral 254) and 'No'. The bottom screen, labeled 256, has a question: 'Would you like to make a reservation?' with a reference numeral 256 pointing to the question. At the bottom of this screen are two buttons: 'Yes' (reference numeral 258) and 'No'.

FIG. 4

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.

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