Thirty-Thirty Incubator Panel Series

30 minute presentation, 30 minute Q&A

Jan 12, 2011

Protect Your Intellectual Property

- Reasons to pursue patenting IP
- Common pitfalls of entrepreneurs when patenting IP
- Patentability of IP
- Patenting Process at UCLA

Panelists:

Kevin D. DeBre – Partner at Stubbs Alderton & Markiles LLP
Zhaoyang Li (Paul) – Partner at Squire Sanders
Emily W. Loughran – Director of Licensing at UCLA

Thirty-Thirty Incubator Panel Series

The California NanoSystems Institute has organized a series of panel discussions to address business development and spin-out issues facing the incubator companies and entrepreneurial faculty/students. Each event will feature a thirty minute panel discussion, followed by thirty minutes of questions from the audience. To guide discussions, the Thirty-Thirty series is geared towards start-ups at the UCLA / CNSI Technology Incubator.

Kevin DeBre

Discussion Points

a. Factors to pursue patenting of IP
b. Common pit falls of entrepreneurs when patenting

Bio: Kevin advises entrepreneurs and companies engaged in building businesses based upon technology or intellectual property assets and he has particular expertise in structuring and negotiating intellectual property-driven deals. A business lawyer, a registered patent lawyer and a former engineer, Kevin handles a wide range of transactions, develops IP protection strategies and advises management teams on compliance with privacy and data security laws and regulations. His clients include software companies, semiconductor design firms, mobile commerce businesses, e-commerce enterprises, electronics and hardware manufacturers, media companies, content publishers and medical device manufacturers. Kevin has been quoted in numerous high-tech industry publications and has appeared on Bloomberg TV. He is frequently a speaker at conferences on technology commercialization and intellectual property licensing and he has published several articles on IP licensing. Kevin is the author of “Licensing of Trade Secrets and Know-How,” a chapter of Trade Secret Litigation and Protection in California, an attorney’s practice book published by the State Bar of California. In addition, Kevin is a contributing author of “Joint Ventures and Strategic Alliances,” a chapter of Intellectual Property in Business Transactions, an attorney’s practice book published by Continuing Education of the Bar, and is an update author of “Exploiting Trade Secrets by Licensing” and of “Form Licensing Agreements and Provisions,” two chapters of Trade Secrets Practice in California (Second Edition) published by Continuing Education of the Bar. Kevin was selected in 2008 and 2006 as a Southern California Super Lawyer and is the founder and Chair of the Licensing Committee of the California State Bar Intellectual Property Section. Prior to joining Stubbs Alderton & Markiles, LLP, Kevin was a partner in leading international law firms,
including Brobeck Phleger & Harrison, LLP, where he headed the firm’s technology transactions practice in Southern California. After law school, he served as a judicial law clerk for Hon. John G. Davies, United States District Court for the Central District of California. Kevin received his J.D. from Hastings College of the Law and his B.S. degree from the University of California, Davis.

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**Zhaoyang (Paul) Li**

**Discussion Points**

a. Patentability of technology
b. How to successfully get UCLA issued patents when others have failed

**Bio:** Zhaoyang Li (Paul) focuses his practice in the area of intellectual property (IP) with an emphasis on patent law. His patent experience includes overall IP strategy counseling and implementation, patent prosecution, patentability opinions, patent infringement assessment opinions, IP due diligence, patent right licensing agreements, patent litigation support and counseling on design-around patents to avoid infringement. Dr. Li represents universities and companies in a variety of technologies including biopharmaceutical, pharmaceutical, biotech, tissue engineering, biomaterial, nanomaterial, telecommunication, electronics and integrated circuit design. Among the many companies and individuals whose intellectual property matters that Dr. Li represents or represented is Professor Robert Langer of Massachusetts Institute of Technology. Working with the firm’s experienced merger and acquisition lawyers, Dr. Li also represents China-based clients in merger and acquisition transactions in the United States.

Dr. Li has been appointed by the US State Department to serve as the US Intellectual Property Rights (IPR) speaker in the Greater China region including Taiwan, Hong Kong and Macau, and to promote IPR protection and enforcement in the Greater China region. He is the co-author of two book chapters, has published numerous scientific research and review articles and has presented at national and international conferences. Dr. Li has published two books in Chinese on the protection and commercialization of IP rights and has been invited to speak on IP protection and commercialization issues at Haas Business School of University of California, Berkeley, Georgia State University Law Center, Arizona State University School of Business, Tsinghua University, Beijing University Medical School, Nanjing University, Shanghai Municipal Government Intellectual Property Service Center, Shanghai Trademark Association and Science & Technology Council of the Tianjin Municipal Government.

Dr. Li has extensive research experience in chemistry and related fields. He obtained his doctorate with American Chemical Society award recipient Professor Richard Adams at the University of South Carolina. He also worked for three years with world-renowned organic chemistry and medicinal chemistry professor Iwao Ojima at the State University of New York at Stony Brook on organic chemistry in the field of synthesis of alkaloids by catalysis. Dr. Li is the recipient of the 1994 Outstanding Student Award from the International Precious Metals Institute for his research on catalysis by platinum-containing complexes.
Discussion Points

a. Patent process at UCLA
b. Resources offered by UCLA

Bio: Emily Waldron Loughran received her B.S. in Biology from UC Berkeley and her MBA from University of Southern California. After business school Emily worked as the Technology Transfer Manager for City of Hope's Office of Technology Transfer for two years and then moved over to UCLA's Office of Intellectual Property Administration where she has been since 1994 and where she is currently Director of Licensing.