Managing Intellectual Property Rights

In August 2011, Google announced their planned acquisition of Motorola Mobility for $12.5 Billion. This amount was 63% over the currently trading price for the stock and led analysis to believe that the main driving force for the acquisition was Google’s access to Motorola’s 17,000 patents. That is, Google valued Motorola’s intellectual property (IP) much more than its hard assets such as factories, equipment, employees, etc. Intellectual property has come to the front line of corporate strategies for success. Patents protect ideas. Trademarks protect brands. Copyright protects expression and (perhaps most importantly) computer programs. And Trade Secrets protect the “secret sauce” of internal processes that have not yet been made public. Mr. Schaffer’s lecture will cover some of the basics of each type of IP, how best to use it, and real world examples of their application.

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Background:
BSc in Physics, Stanford University
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Scott Schaffer is an adjunct professor at PSU’s College of Engineering and Technology Management, specializing in the management of intellectual property. Professor Schaffer has 20 years of experience in the field, and is currently a director and shareholder with the patent law firm of Marger Johnson & McCollom, PC. His clients run the gamut from Fortune 500 companies to garage inventors, from publishing companies to struggling artists, and from international brands to local markets. Professor Schaffer has a degree in physics from Stanford University, and a law degree from the University of Oklahoma.