

HARVEY MUDD

C O L L E G E

**Department of Engineering
Seminar Program
Wednesday, November 16, 2011
Galileo McAlister, 4:10pm**

Robert Hulse, Partner in the Intellectual Property Group at Fenwick & West LLP

After receiving B.S. and M.E. degrees in engineering from Harvey Mudd, in 1996 and 1997, Mr. Hulse attended law school at the University of California, Davis. His legal practice focuses on prosecuting patent applications in a wide range of technical fields, including electronics, computer software, telecommunications, audio/video media, electromechanical and medical devices, and financial products. His practice also involves intellectual property counseling, including evaluating risks from third-party patents and assisting in efforts to design around those patents. Serving as an independent expert evaluator for a major patent pool, he has significant experience determining the essentiality of patented technology to a number of standards bodies' specifications. In addition to providing legal services for his clients, Mr. Hulse is an adjunct professor at the University of California, Hastings College of Law, where he teaches patent drafting and prosecution. He is also a member of the faculty at the Practicing Law Institute and has lectured on topics related to patent law at the University of Washington School of Law, Dalhousie University, the University of California at Davis, and the National University of Singapore.

Patent Strategy and Patenting Social Media

This seminar will introduce students to the fundamentals of intellectual property law considerations for businesses, with a particular emphasis on patent protection. Using examples from software and social media; the seminar will describe how a patent attorney may approach the task of creating a coherent patent strategy to protect a company's innovations and business model. The seminar will also cover recent developments in the law surrounding protection of software via patents, the novelty and nonobvious requirements for obtaining a patent, statutory bars and what inventors can do to lose the ability to protect their own inventions, and protecting computer images via design patents.