

A Program Rich in Resources for Today's Students

IP @ Pierce Law

As Pierce Law celebrates its 35th year of educating global intellectual property professionals, it is an excellent time to highlight the current intellectual property resources available to students in both the JD and Graduate Intellectual Property (IP) Programs. While the IP landscape varies dramatically from the days of the school's founding by Dr. Robert Rines in 1973, Pierce Law continues to offer its students an intensive, practice-based experience and an academic program rich in intellectual property resources.

Today's IP Programs and Faculty

Degree Programs

Pierce Law offered its first masters program in 1987, with the introduction of the Master of Intellectual Property (MIP). Today, the Graduate Program has been expanded to offer the following degrees:

- Juris Doctor (with a concentration in intellectual property)
- Joint Juris Doctor and Master of Laws in Intellectual Property (LLM)
- Master of Laws in Intellectual Property (LLM-IP)
- Master of Intellectual Property (MIP)
- Diploma of Intellectual Property (DIP)
- Master of Commerce and Technology (MCT)
- Master of Laws in Commerce and Technology (LLM-CT)
- Diploma in Commerce and Technology (DCT)
- Intellectual Property Summer Institute Certificate (IPSI)
- Advanced Licensing Institute Certificate (ALI)

Curriculum

Pierce Law's IP curriculum, possibly the largest in the world, includes dozens of courses. In 1973, only two other law schools offered courses in patent law. Always a pioneer, Pierce Law was the first to teach patent prosecution in a multi-level course, supported by a growing selection of patent courses. The curriculum was later expanded to include a wide range of courses in trademarks, copyrights, trade secrets, licensing and other "soft" IP subjects. The curriculum was further enriched with the addition of corporate patent attorneys to the adjunct faculty to teach courses in IP management.

Now leading the way in IP management, Pierce Law offers students the opportunity to master the "IP Life Cycle," which includes identifying IP and intellectual capital, as well as creating, branding, protecting, managing and valuating IP. The cycle concludes with creating new markets for IP, followed by monetizing, transferring, financing, securitizing and taxation of IP.

Today's curriculum:

- Features a great number of evolving and changing courses, offering a broad and rich selection
- Integrates all aspects of IP (also integrates IP throughout the general curriculum)
- Recognizes the global nature of IP by offering many international, comparative and global courses
- Recognizes the value of a practice-based education as part of an integrated legal education
- Recognizes the interdisciplinary nature of IP and includes courses at the interface of IP, such as business, management, science, technology, economics, public interest and more
- Recognizes the ever-changing nature of IP, offering courses focusing on IP in developing nations, such as traditional knowledge
- Recognizes the value of scholarship by offering many opportunities for IP students to engage in scholarly courses resulting in publishable quality work products

Faculty

Pierce Law continues to expand its full-time IP faculty, which now includes: Stephen T. Black, Jon Cavicchi JD '84/LLM '99, Thomas G. Field Jr., William A. Grimes JD '85, J. Jeffrey Hawley, Karl F. Jorda, William O. Hennessey JD '86, Karen Hersey, Dr. Stanley P. Kowalski JD '05, Ashlyn Lembree, Ann M. McCrackin JD '97, William J. Murphy, Susan M. Richey, Albert E. (Buzz) Scherr and Mary W. S. Wong. The resident faculty is assisted by an adjunct faculty, which over the years, has included more than fifty domestic and international experts from law firms, government, NGOs and industry.

Today's JD Class Profile

162

Full-time students

1,248

Applications received

151 / 157

LSAT 25/75 percentiles

3.1 / 3.6

GPA 25/75 percentiles

26

Average age

21-55

Age range

46% / 54%

Women/Men

12%

Advanced degrees

24%

Minorities

121

Undergraduate schools

42

Undergraduate majors

33

States represented

9

Countries represented

Opportunities to Expand Learning

The addition of the Graduate Programs in 1987 brought cultural diversity to the campus. Today, alumni and students represent more than 77 countries. Pierce Law attracts a growing number of engineers and scientists, many directly from undergraduate schools.

Practice-Based Training: Clinics, Externships and Moot Court Competitions

Since it was founded, Pierce Law has offered a practice-based education. Under the supervision of faculty members, students have assisted many inventors, nonprofits and entrepreneurs while gaining clinical and hands-on learning. Current IP clinic opportunities include the International Technology Transfer Institute, the Intellectual Property Amicus Clinic and the Intellectual Property and Transaction Clinic (*See article on page 24*).

National and International Moot Court Competitions

Since 1995, Pierce Law students have won nearly three-dozen achievement awards while participating in IP moot court competitions, including the Cardozo BMI Entertainment and Communications Law Moot Court Competition, the Giles S. Rich Memorial Moot Court Competition, the John Marshall Moot Court Competition in Information Technology and Privacy Law, the Saul Lefkowitz Moot Court Competition and the Annual Willem C. Vis (East) International Commercial Arbitration Moot Court Competition.

Externships

Students uniformly report that externships are a “capstone experience,” providing an opportunity to use skills in real-life situations. Pierce Law is a leader in providing externships to its students. It is one of the few full-time IP externship programs in the country, offering 12 credits. The program emphasizes meeting both educational and career goals by making

externships available in both the private and public sectors. A full-time externship director counsels and assists students in obtaining externships in major cities as well as overseas and works to place student externs in law firms, corporations, United States federal courts and NGOs.

Publications and Websites

Today's students have the opportunity to write for two IP publications, *IDEA: The Intellectual Property Law Review* and the *Newsletter* of Kenneth J. Germeshausen Center for the Law of Innovation and Entrepreneurship. New electronic IP resources include: the IP Mall, IP @ Pierce Law Traditional Knowledge Online, a Twitter feed of news about the global Pierce Law community, blogs from the International Technology Transfer Institute, the IP summer institutes in China and Ireland, “Jorda on Trade Secrets” and the “Trade Secrets Vault.”

Student Organizations

Students can join and enjoy the benefits of networking as well as keeping up to date with IP related news and activities by participating in one or more of Pierce Law's student IP-related organizations, including the American Intellectual Property Law Association, the Entertainment Law Society, the International Intellectual Property Organization, the International Trademark Association, the Pierce Law chapter of the Licensing Executives Society (LES), the United States Patent and Trademark Office Society, and the Student Intellectual Property Law Association. IP students also participate in the following organizations: the Korean Student Association, Namaste India, the Taiwanese Student Association and the J. Reuben Clark Law Society.

A Campus Rich in IP Resources

The Intellectual Property Library

Pierce Law houses the only dedicated academic IP library in the United States and is the only law school with a dedicated IP librarian, who holds both a JD and a Master of Laws in Intellectual Property. In 2008, the size of IP library doubled, and now features:

- 2,000 print volumes dealing with IP, commerce and technology
- All publications of the World Intellectual Property Organization (WIPO)
- Resources ranging from historic to cutting-edge, scholarly to practical
- Thousands of donated volumes of unique practitioner materials
- The IP Mall, an award-winning website dedicated to IP (<http://ipmall.info/>)
- Leading-edge technology services (blogs, podcasts, RSS and Twitter feeds)
- Access to every major English language IP research product available
- The Homer Blair Patent Model Collection
- Inventions of Ralph Baer, the “father of videogames”
- Assistance to over 1,000 patrons from libraries nationwide

Intellectual Property in the Public Interest

The vision of Pierce Law co-founders, Dr. Robert Rines and Robert M. Viles, to build a law school that teaches lawyers of all types to use their knowledge to promote law and social justice continues. For Rines, this vision was global—educating professionals from developing nations in IP would create a cascade of positive outcomes, providing IP professionals with an enhanced ability to evaluate options and thereby make informed decisions, fostering economic development while promoting public

interest and social justice. Today, Pierce Law’s intellectual property outreach program can boast:

- Thirty-five years of training IP professionals in developing nations
- Thirty-five years of clinical service to inventors, authors, artists and entrepreneurs
- Operates a new International Technology Transfer Institute to help build technology transfer capacity and to prepare patent landscape educational reports on biotechnology issues affecting global health and agriculture challenges
- Operates an IP Amicus Clinic to support preparation of “friend of the court” briefs
- Leads the way in interfacing IP issues with the American Civil Liberties Union
- Operates a Social Justice Institute that integrates IP and public interest issues

The Kenneth J. Germeshausen Center for the Law of Innovation and Entrepreneurship

The Germeshausen Center, created in 1985 through the generosity of Kenneth J. and Pauline Germeshausen, is the umbrella organization for Pierce Law’s intellectual property specializations. A driving force behind the study of international and national intellectual property law and the transfer of technology, the Germeshausen Center acts as a resource to business as well as scientific, legal, and governmental interests in IP. Under the direction of Karl F. Jorda, the David Rines Professor of Intellectual Property Law and Industrial Innovation, the Center sponsors:

- Policy-making seminars and conferences; conferences address such topics as advanced licensing techniques, environmental technology transfer, international patent cooperation, and the valuation of intellectual property

- The *Newsletter* of the Germeshausen Center
- International faculty exchanges
- Library collection development
- Information exchanges
- Research fellowships

IP Conferences, Institutes, Symposia and Workshops

For 35 years, Pierce Law has brought IP professionals together from around the globe to build their professional credentials. Current educational activities include: the Advanced IP Practice Symposia, the Advanced Licensing Institute (ALI), the China Intellectual Property Summer Institute (CHIPSI), the College Cork E-Law Summer Institute (eLSI). Others, now celebrating their 20th year, are the Annual IP Summer Institute (IPSI), the Annual Comprehensive Patent Cooperation Treaty Seminar (PCT) and the Patent System Major Problems Conference.

Career Services

The Career Services Office provides students with comprehensive assistance and service to build a rewarding career. The staff interacts with faculty, the externship director, and the IP librarian to help graduates achieve excellent results.

For additional information on Pierce Law’s intellectual property programs, please visit: <http://www.piercelaw.edu/ip/>.