

Can I Clone You?

*Ideas for Increasing the IP Pipeline
& Counseling IP Students*

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NALP CONFERENCE

Today's Panel



• Tim Henderson, Finnegan



• Ginger Manizza, Premier Legal Staffing



• Lisa Konie, Adobe Systems Incorporated



• Katie White, The George Washington University Law School

Program Highlights

- **Hot** IP Market – What's new and what can we expect in the future?
- How patent reform and in-house counsel demands are impacting the IP practice
- IP pipeline – What firms, companies, and schools are doing
- Counseling unique IP students
 - Students with Tech, Science and Engineering Backgrounds
 - Students interested in Tech, Trademark, Copyright Careers
- Roundtable Exercise

What's Happening at the Law Schools?

- Demand for EE, Computer Science, Physics degrees remains high
- PhDs for patent prosecution work also in demand
- Opportunities for law students and grads in the tech industry vibrant and growing
- Admissions programs
- Supply still lagging behind demand

What's Hot and What's Not in the IP Market Law Firm Perspective

- IP Market transition over the last five years
- AIA/patent reform and impact on practice
- Profitability margins for firms, shifts to accommodate new market demands



What's Hot and What's Not in the IP Market Corporate Perspective

- Changes in outsourcing of legal work
- Budgeting and profitability concerns; impact on legal departments
- Corporate legal department growth and changes in internal staffing models
- What types of work is outsourced to law firms?
- What work is handled in-house?

Advising IP Law Students

- Working with students who have advanced degrees, helping them navigate the difference between technical school and law school
- Relationship building and informational interviews
- Working with students who want “soft IP” or to work in the tech industry
- Educating students about the IP market, prosecution versus litigation, timing of outreach for 1L jobs?

Round Table Discussions

- Law Schools
 - Preparing students for IP interviews
 - Loyola Patent Interview Program – August 3-4, 2017
 - SFIPLA Bay Area Job Fair – July 15, 2017
 - Southeastern Intellectual Property Job Fair - July 25, 2017
 - OCI at your law school
 - Working Effectively with student IP groups/students interested in IP jobs
 - Counseling students interested in Trademark, Copyright, Tech Industry Jobs

Round Table Discussions

- Law Firms
 - Name 1-2 things you've done at law schools (or graduate or bachelor's STEM programs) to increase your ability to attract IP talent
 - What is your firm projecting for the future of the IP practice – short and longer term?
 - Are there certain practice areas you are focusing on? If so, what credentials will/do you require? (e.g., patent bar for PTAB practice, technical background/degree?)
 - Has the market increase in associate salaries impacted your IP hiring models?

Wrap-Up

- Best Practices Ideas from Group Discussions

