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**Intellectual Property Aspects of Entrepreneurship: Protection in Patent and Trademark Areas, as well as Copyright and Know-How Areas (Local and Foreign); Penetration of Overseas Markets (Directly or through Licensing); Possible Industrial Espionage concer**

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INTELLECTUAL PROPERTY ASPECTS OF  
ENTREPRENEURSHIP: PROTECTION IN PATENT AND  
TRADEMARK AREAS, AS WELL AS COPYRIGHT AND KNOW-  
HOW AREAS (LOCAL AND FOREIGN); PENETRATION OF  
OVERSEAS MARKETS (DIRECTLY OR THROUGH  
LICENSING); POSSIBLE INDUSTRIAL ESPIONAGE CONCERNS

*Session Chair – Raymond Ku*  
*Canadian Speaker – James Longwell*  
*United States Speaker – Diane H. Dobrea*

INTRODUCTION

*Raymond Ku*

DR. KING: Okay. We are ready. Let's go.

PROFESSOR KU: Welcome back, everyone. I am Raymond Ku. I teach Copyright and Constitutional law here at Case Western. I am also co-director for the Center for Law Technology and the Arts, which is why Henry asked me to chair our panel here on intellectual property aspects of entrepreneurship. I won't give you the boring summary of what the criteria for copyright, trademark, and patent law is. I will just tell you that, obviously, from the perspective of entrepreneurs, intellectual property is often viewed as having the attributes of a double-edged sword.

I think it is billed as a friend in the sense that it provides, often, the necessary incentive and the legal protection for entrepreneurs to actually make the investments that they do and engage in the business activities that they do. But it can also be an incredible barrier to entry. Just look at any newspaper today. The fight over patent law, copyright or trademark as intellectual property has expanded beyond the more traditional common law origins into, maybe, the respective regulatory regime. It can be quite difficult for entrepreneurs to navigate the regulatory waters.

We are fortunate to have our two distinguished panelists here with us today. They, unlike myself, come on the harder side of intellectual property. They are both attorneys and patent law experts. James Longwell, directly to my left, is partner at Gowling Lafleur Henderson in Canada where he specializes in information technology law, especially in the patent aspects of

that field. Further to my left is Diane Dobra, a partner at Calfee, Halter & Griswold in Columbus, Ohio. She, again, is, as I said, a patent attorney whose primary focus is biotechnology law. And one brief note about Diane, she is also a graduate of Case Western Reserve University and an adjunct professor in our Center for Law Technology and the Arts.

Now we are going to adopt the format used by the venture capitalist panel earlier, and we will kind of leave it as a free form discussion both among the panelists and you in the audience.