

# Patents & Trademarks & Copyrights (Oh My!): Protecting Your Startup's Most Valuable Assets

## McCarter & English Entrepreneurs Series

10.01.2014

Cambridge Innovation Center  
One Broadway  
5th Floor – Havana Training Room  
Cambridge, MA 02142

### Presentation Handout

Intellectual property is among the most valuable assets of many companies, so properly protecting it is often key to the long-term success of the business. In this program, McCarter & English attorneys Louie Lu, David Burns and Lori Shyavitz will discuss the ins-and-outs of different types of intellectual property, how to identify IP that is worth protecting, and how to leverage that IP as you build your business.

### Speakers:

**Yu Lu (“Louie”)** – Dr. Lu focuses his practice on strategic patent portfolio development and management for biotechnology, pharmaceutical, and medical device companies, as well as leading academic institutions. Dr. Lu has extensive experience in preparing and prosecuting U.S. and foreign patent applications in fields including chemistry, renewable energy, genetics, cell biology, immunology, RNA interference, drug delivery, stem cell, pharmaceuticals, and medical device. Prior to starting his legal career, Dr. Lu was a Jane Coffin Childs Postdoctoral Fellow at the Department of Cell Biology, Harvard Medical School, after completing his Ph.D. training in the Cell & Developmental Biology Program at Harvard University in 1999.

**David Burns** – Mr. Burns has practiced intellectual property law for over twelve years following a successful career as an electrical engineer at Raytheon Company. He practices in the areas of medical device technology and high technology including the fields of software, optical electronics, microprocessor architecture and circuitry, electromagnetics, engine control systems, biometrics, telecommunication architectures and devices, fuel cells, solar cells and semiconductor fabrication.

**Lori Shyavitz** – Ms. Shyavitz counsels clients on trademark selection, trademark clearance, and the proper usage and protection of their intellectual property, including trademarks, copyrights, and trade dress, in the United States and abroad. She also represents clients in trademark prosecution and enforcement proceedings before the United States Patent and Trademark Office, trademark and copyright infringement litigation, trade dress disputes, unfair competition matters and cyber-squatting and domain name disputes, including arbitrations under the Uniform Domain Name Dispute Resolution Policy. In addition, Ms. Shyavitz aids clients with transactional issues relating to their intellectual property and is experienced in licensing matters.

*Doors will open for networking at 9:30am.*

### Related People:

Benjamin M. Hron  
David R. Burns  
Yu Lu, PhD  
Lori J. Shyavitz

This program is part of McCarter & English's ongoing series at CIC on legal and business topics for entrepreneurs and emerging companies. Programs are held once or twice each month and are open to members of the CIC and their guests, as well as to the greater Boston entrepreneurial community. Contact: Benjamin Hron, 617-449-6584, [bhron@mccarter.com](mailto:bhron@mccarter.com), [@HronEsq](https://twitter.com/HronEsq)

#### About the McCarter & English Emerging Companies Group

McCarter's Emerging Companies Group is dedicated to helping entrepreneurs build and finance their businesses. The group is composed of tech-savvy lawyers who have helped build, grow, sell and take public companies across the full spectrum of businesses, including Internet, software, medical devices, new media, life sciences, cleantech, healthcare, consumer products, biotechnology, retail, e-commerce, entertainment, financial services, insurance and telecom.