



THINK FORWARD

Brinks Gilson & Lione Attorney To Present On Intellectual Asset Management At Inaugural TEMSCON Conference In June

June 08, 2017

Ann Arbor, Mich.—Brinks Gilson & Lione, one of the nation's largest intellectual property law firms, announced that Keith D. Weiss, Ph.D., an intellectual property attorney in the firm's Ann Arbor office, will be a presenter at the Institute of Electrical and Electronics Engineers' (IEEE) Technology and Engineering Management Society Conference (TEMSCON), to be held June 8-10 in Santa Clara, Calif. A debut event, TEMSCON intends to become the society's flagship conference in delivering studies on technology management and addressing the methodologies required to move technical ideas to market.

Weiss' presentation, *Intellectual Asset Management (IAM)—Key Areas to Consider Prior to Product Launch*, addresses the fact that companies do not always cover all of the critical areas necessary to ensure adequate protection of their intellectual property rights. According to Weiss, failure to implement an effective IAM process in conjunction with technology development can result in diminished profit margins, create opportunities for competitors to commercialize similar products and may also increase exposure to potential litigation. Weiss will discuss key areas in the IAM process that need to be considered before taking a product to market. The presentation is based on an article of the same title that Dr. Weiss co-authored with Brinks colleague and shareholder, Michael N. Spink, and will be published in tandem with the TEMSCON conference.

At Brinks, Weiss focuses his practice on patent prosecution and intellectual property agreements with an emphasis on IP portfolio planning, development and intellectual asset management. Listed as an inventor on more than 30 U.S. patents and four pending patent U.S. patent applications, Weiss understands the product development cycle, having been through the process many times. Prior to practicing law, he worked for 20 years in R & D management, product development and technology licensing. He has substantial experience with advanced materials, applications and equipment used in multiple global industries including automotive, aerospace, coatings, plastics and microelectronic fabrication.

Weiss' presentation will take place on Thursday, June 8 at 3 p.m. Learn more about TEMSCON 2017 and its complete program schedule [here](#).

About IEEE Technology and Engineering Management Society (TEMS)

The Technology and Engineering Management Society (TEMS) was created in 2015, evolving from the Technology Management Council (TMC) established in 2007 and the Engineering Management Society (EMS), which was founded in 1951. TEMS advances, enhances and improves essential management and leadership knowledge and engineering management skills of its IEEE members. For more information, visit <http://www.ieee-tems.org>.

Brinks Gilson & Lione

Celebrating its centennial year in 2017, Brinks Gilson & Lione is one of the largest intellectual property

law firms in the US, and helps clients around the world to protect and enforce their intellectual property rights. Our more than 140 lawyers, patent agents and scientific advisors assist clients in all aspects of patent, trademark, unfair competition, trade secret, and copyright law. Brinks attorneys provide informed counsel with respect to innovations in a range of complex and valuable technologies, including pharmaceuticals, chemicals, bioengineering, industrial manufacturing, electronics and software, and medical devices. More information is at www.brinksgilson.com.