

SDIPLA NEWSLETTER

VOLUME 3, ISSUE 7 MAY 2002

ELIZABETH GOODGOLD, CEO, THE NUANCING GROUP ON *DUH!* NAMING: THE 6 SECRETS YOU NEED TO KNOW TO HELP YOUR CLIENTS

About the Speaker:

Ms. Goodgold has gained her creative and strategic insight from working for such consumer giants as Quaker Oats, Times Mirror, and Macmillan Publishing. She took a business and economics list from its infancy for Times Mirror and turned it into a \$9 million revenue stream. At Quaker Oats, she conceived of an entirely new channel of distribution for 100% Natural Cereal: selling it to the growing frozen yogurt and ice cream chains as a topping. In less than 6 months, the cereal was the exclusive granola topping in more than 1500 Baskin-Robbins and TCBY stores.



She is a popular speaker on marketing-related topics, and her views can be found in Inc. Magazine, The New York Times, The Los Angeles Times, Brandweek, and other print, broadcast, and Internet media. She is also the marketing columnist for Entrepreneur magazine, where she shares her expertise and branding techniques with over 600,000 monthly readers in her column entitled "Brand-Aid."

More details about Ms. Goodgold may be found on her website at www.nuancing.com or at the SDIPLA website at www.SDIPLA.org.

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When and Where:

THURSDAY, 5/16/02
6:00 –8:30 p.m.
La Jolla Marriott
4240 La Jolla Village Dr.
(cross-street is Genesee Blvd)
Phone (858) 587-1414

Directions:

From I-5, exit at La Jolla Village Drive and proceed .5 miles east on La Jolla Village Dr. Between Genesee and Regents Road.
From I-805, exit at La Jolla Village Dr. and proceed 1 mile west on La Jolla Village Dr.

WEBSITE UPDATE

On the www.SDIPLA.org website, we have posted the results of a claim construction survey conducted by David Doyle and Richard Kim of Morrison and Foerster for the Southern and Central Districts of California. Take a look and see the fascinating results of this survey.

SDIPLA
Board of Directors

President

Sam Talpalatsky
Conexant Systems Inc.
(858) 713-3231
sam.talpalatsky@conexant.com

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(858) 720-5100
rkim@mfo.com

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(858)677-6390
markw@innercool.com

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(858) 720-2500

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Stephen S. Korniczky
Brobeck, Phleger &
Harrison, LLP.
(858) 720-2870

DUES

All SDIPLA members are asked to send in their membership dues if they have not already. Please send checks (payable to SDIPLA) to:

Mark Wieczorek
SDIPLA Secretary
c/o Innercool Therapies
3931 Sorrento Valley Blvd.
San Diego, CA 92121

Checks should be made payable to SDIPLA in the following amounts:

Regular Members:

Dues: \$40/year

Law Students / Retired Members:

Dues: \$25/year

NEW SDIPLA MEMBERS

The following people have applied for SDIPLA membership. Active Members may oppose membership status to these individuals by lodging a formal notice of opposition. The opposition must include relevant grounds for disqualification and should be submitted to the Secretary, on or before 5/30/02.

David Bradfute

Arena Pharmaceuticals

Andrew Watson

Fish & Richardson

Carl Wheeler

Vical Inc.

James Prutow

Nanogen, Inc.

Michael Mancuso

law student

SDIPLA
WEBMASTER
David Guttman

SDIPLA News
Editor
Mark Wieczorek

ELIZABETH J. GOODGOLD
Presents

***DUH!* NAMING:**
The 6 Secrets You Need to Know to Help Your Clients

Your clients rely upon you for expert legal advice, but how familiar are you with the creative side of naming? Names can make or break a business; learn how you can help guide your clients through the minefield of naming by attending this talk.

Our speaker, Elizabeth Goodgold, unveils the secrets you must know to help your clients create powerful brand names that will become enduring legacies.

Discover:

How to Create a Great Name

When It's Time to Change a Name

The Debate Of A New Brand Name vs. A Brand Extension

Why Generic Names Don't Work

How Naming Must Work with Domains

No Duh! Naming

Who is Liz Goodgold?

Liz is CEO of The Nuancing® Group, an identity consulting firm that helps companies understand the nuances of branding. She has created compelling marketing strategies for Sharp Hospital, HNC Software, e-Toys, Denver Postal Credit Union, and a myriad of other companies.

Author of the Duh! Marketing Awards

Since Liz believes we learn best when presented with poor examples as well as good ones, she deliberately spotlights marketing blunders in her monthly Duh! Marketing Awards. Initially started as an e-mail newsletter, the *Duh! Marketing Awards* have now been featured in numerous publications and on several television and radio programs. *Duh! Marketing* will also become a book, scheduled to appear in January 2003.

Entrepreneur Columnist

Each month, over 600,000 magazine readers enjoy Liz's marketing column in *Entrepreneur* magazine. Her insights on what it takes to build a brand make her column relevant and compelling.

Marketing Expert

The major media including CNN, The New York Times, The Los Angeles Times, Brandweek and Inc. Magazine seeks Liz's opinion. She has also appeared on ABC, NBC, and CBS television affiliates as a marketing expert.

Actionable and Practical Marketing Tactics

Liz teaches actionable, practical lessons and gives insight from the customer's point of view. She instructs on how to stand out from the sea of similarity in the marketplace, how to jumpstart sales, and how to create compelling names, taglines, and marketing strategies.

SAN DIEGO INTELLECTUAL PROPERTY LAW ASSOCIATION

DINNER RESERVATION FORM

ELIZABETH GOODGOLD, CEO, THE NUANCING GROUP ON DUH! NAMING: THE 6 SECRETS YOU NEED TO KNOW TO HELP YOUR CLIENTS

THURSDAY, May 16, 2002

San Diego Marriott La Jolla

Mixer 6:00 p.m. (No Host Bar)

Dinner 6:30 p.m.

Presentation 7:00-8:30 p.m.

The Menu

Mixed Green Salad with Balsamic Vinaigrette

With one of the following entrees:

Breast of Chicken with a Pinot Noir Glace

** OR **

Grilled Salmon Served with a Dill Sauce

OR

Pasta Primavera (vegetarian)

With

Chef's Selection of Accompaniments

Due to the large number of attendees expected at this event, the SDIPLA is again requesting Pre-

Registration and Pre-

Payment. To reserve your

place, fill out the following

application, indicate your meal

choice, and send it WITH YOUR

CHECK MADE PAYABLE TO

'SDIPLA' to:

Mark D. Wieczorek
Secretary, SDIPLA
c/o Innercool Therapies, Inc.
3931 Sorrento Valley Blvd.
San Diego, CA 92121
Fax (443) 238-2678
Email markw@innercool.com

Reminders

- Checkmarks and reminders: Please mail, fax, or email your reservation to Mark Wieczorek at the address indicated for receipt by May 13, 2002. Reservation deadlines are dictated by the hotel and not by the SDIPLA. This program has been approved for MCLE credit by the State Bar of California in the amount of one unit.

\$35.00 / SDIPLA members
\$40.00 / Non-Members

Please fill out a separate form for each attendee.

Name: _____

Firm/Company: _____

Telephone Number: (_____)_____ Member of SDIPLA? (circle one): Yes / No

E-mail: _____

Check Number# _____ Amount of check:\$ _____

Including Dues Renewal Payment? If so, indicate:

Check Number# _____ Amount of check:\$ _____

Dinner Choice

- Salmon
Chicken
Pasta

ANNOUNCEMENTS

The Editorial Committee is looking for articles of interest to the SDIPLA Membership for inclusion in the newsletter. Please submit articles or request info from MARK WIEC-ZOREK at markw@innercool.com.

Please contact Mark D. Wiczorek at markw@innercool.com if you are interested in serving on any of the committees.

ANNOUNCEMENTS PAGE

To better serve the needs of the membership, the SDIPLA Editorial Board has initiated this Announcements Page in the SDIPLA Newsletter. This page may be used to advertise for positions offered or desired, as well as to provide a forum for announcements of interest to the San Diego IP community. While the policy for acceptance of such ads and announcements is still being developed, we are currently accepting submissions. Please contact Mark Wiczorek if you would like to place an ad or announcement.

YOUR AD COULD BE HERE!
CONTACT MARK WIEC-ZOREK AT
markw@innercool.com FOR
AD RATES.

SITUATIONS
WANTED / OFFERED

INTELLECTUAL PROPERTY

The San Diego office of Brobeck, Phleger & Harrison LLP is seeking intellectual property attorneys with 2-5 years of experience to work in its rapidly expanding IP practice. Brobeck provides a full service patent law practice including litigation and patent prosecution. We are particularly interested in individuals with degrees and experience in electrical engineering, chemistry, biochemistry, molecular and cellular biology.


Brobeck San Diego has over 100 attorneys, with more than 35 attorneys in the Intellectual Property Group working for biotech and high tech companies as well as Fortune 1000 companies. We seek highly motivated individuals. We are committed to providing them the highest level of training to service our clients.

We offer top salaries and benefits.

Please mail, e-mail, or fax your resume, transcripts and a writing sample to:

Caryn S. Schrelber
Attorney Recruiting Manager
Brobeck, Phleger & Harrison LLP
12290 El Camino Real
San Diego, CA 92130
e-mail: cschrelber@brobeck.com
facsimile: (858) 720-2555
No phone calls please.

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PALO ALTO · RESTON · SAN DIEGO · SAN FRANCISCO · WASHINGTON, D.C.



SAN DIEGO INTELLECTUAL
PROPERTY LAW ASSOCIATION

Mark Wieczorek
c/o Innercool Therapies, Inc.
3931 Sorrento Valley Boulevard
San Diego, CA 92121

Phone: (858) 677-6390
Fax: (858) 677-6391
Email: markw@innercool.com



VISIT SDIPLA ON THE WEB AT
WWW.SDIPLA.ORG

UPCOMING EVENTS OF THE SDIPLA

DATE	EVENT	TOPIC
JUNE 20, 2002	DINNER MEETING	ROBERT GUNTHER, CO-CHAIRMAN OF LATHAM & WATKINS' IP & TECHNOLOGY PRACTICE GROUP, COUNSEL FOR CHUGAI PHARMACEUTICAL CO., ON: <u>ENZO BIOCHEM V. CHUGAI PHARMACEUTICAL CO. ET AL.</u>
		SDIPLA ELECTIONS