



June 2019

PDF

Autonomous Vehicle Players are Doubling Down on Patents



by [Darren Jiron](#), [Joseph Schaffner](#)

The autonomous vehicle (AV) industry is poised for rapid growth. Automated vehicles promise to revolutionize many aspects of human life—from daily commutes to entire urban infrastructures—and new technologies emerge each day. The first commercial, fully-autonomous vehicles are expected to hit the road as early as next year, and growth in this industry may reportedly surpass the rise of smartphones in the mid-2000s. Click [here](#) to learn more.

Don't Ignore Trademark Basics



by [Clare Cornell](#)

Do I need to invest in intellectual property? Is there value in this right that requires the involvement of lawyers, part of my budget which could be used on product and packaging development or marketing campaigns? This is a question that businesses ask, and the answer is indeed complex. But bear in mind that, even if you are not thinking about protecting your IP, it is certainly on the minds of your competitors who are looking for ways to have a slice of your hard-earned cake. So, what rights are available and how do they fit into my business? Click [here](#) to read more.

Don't miss out on these Finnegan-sponsored events!

June 4: [Women in HealthTech Dinner](#), Ramat Gan
(*sign-up to become a member for an invitation*)

June 5: [IP Litigation Seminar](#), Tel Aviv

Patent Strategy Course for MBA Students this Summer at Tel Aviv University



July 14-18, 2019 | Tel Aviv

Finnegan partner Gerson Panitch returns to the Coller School of Management at Tel Aviv University to teach an MBA course entitled, "The Development and Use of Patents as Strategic Business Tools." As business schools recognize that strong, strategic patents are critical to corporate valuation, they are adding patent strategy to their curriculum. For more information, visit the Coller School of Management website [here](#).

Free Podcast: A Patent Practice Overview with Partner Jeffrey Berkowitz



Michael Rubin, Fordham Intellectual Property, Media & Entertainment Law Journal (IPLJ) staff member, sits down with Finnegan partner Jeffrey Berkowitz to discuss experiences encountered in his patent practice which covers nearly 30 years. Mr. Berkowitz discusses his international practice which encompasses assisting clients with developing strategic patent portfolios and also litigating in district courts and the Court of Appeals for the Federal Circuit. Click [here](#) to listen to the podcast.




About Finnegan

Finnegan is one of the world's largest IP law firms and a go-to source for Israeli companies. We represent more than 100 of Israel's leading and most sophisticated enterprises, helping navigate IP disputes and patent infringement litigation, counseling on how to strategically protect technology to maximize value, managing patent portfolios, and developing revenue streams through creative patenting and licensing. www.finnegan.com www.finnegan.co.il

Finnegan Resources

Finnegan publishes newsletters, blogs, and *IP Updates* that provide news, statistics, and analysis of recent court decisions. Our blogs focus on [Federal Circuit practice](#), [PTAB practice](#), [trademark and copyright law](#), [patent prosecution and counseling](#), [notable IP developments for FDA-regulated products](#), and [intellectual property practice in Europe](#). To sign up to receive newsletters, blog posts, or *IP Updates*, please click [here](#).

פניגן - FINNEGAN

Follow us on   

למידע נוסף, צור קשר עם האחראי על הלקוחות הישראליים. עו"ד גרשון פניטש
03-7219629, gerson.panitch@finnegan.com

www.finnegan.com

Copyright © 2018 Finnegan, Henderson, Farabow, Garrett & Dunner, LLP | All rights reserved.