



July 2020

PDF

The One Secret Everyone Needs to Know About Patents



by [Gerson S. Panitch](#)

This is a true story. A highly innovative Israeli component manufacturer in the mobility space had a big problem. It employed some of the smartest minds in its industry who developed solutions that were incorporated into OEM products worldwide. By international standards, the Israeli company was small, but it punched far above its weight, so much so, that the last eight generations of OEM products incorporated the Israeli company's innovations. So why was this such a big problem? None of the large OEMs purchased the Israeli company's products. Year after year the OEMs copied, and the Israeli company's patents weren't strong enough to stop the copying. Click [here](#) to learn the secret to reversing this common problem.

7 Tips on Using Data to Improve Corporate IP Amid Slowdown



by [Robert G. Kramer](#)

We are still in the early days of trying to understand the scope of change that will be brought about by COVID-19 and the indeterminately long slowdown we created to mute its impact. The magnitude of possible change makes business-planning difficult, as companies prioritize protecting employees and supply chains. Much of the value of intellectual property comes from its use as a long-term asset that requires planning over months and years. Click [here](#) to learn the 7 tips on using data to improve corporate IP during COVID-19.

Free Webinars

Drive with Eyes Closed, but Open Them Wide When it Comes to Patents:

Free webinar brought to you by the Association of Engineers in Israel

Speaker: **Gerson Panitch**, Finnegan Partner
July 26, 2020, 12:00 IL

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In what will become a \$7 trillion dollar AV marketplace by 2050, the companies with the best patent-protected technology will be the big winners. Some patents are incredibly valuable. Unfortunately, many others are worthless. If you are an engineer or manager responsible for developing important innovations, you can't afford to miss this webinar on how you can ensure that your company's patents block competitors and increase valuation.

Free registration at <https://engineering-conference.aeal.org.il> More info: Israelinfo@Finnegan.com

Click [here](#) to register to the webinar for free!

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Drafting Patents to Survive Patent Eligibility Threats in Litigation

A webinar hosted by Finnegan partners **Elliot Cook** and **Darren Jiron**

July 29, 2020
4:00 P.M. (Israel Time)
Finnegan.co.il // Finnegan.com

Israelinfo@Finnegan.com

Finnegan patent litigators [Elliot Cook](#) and [Darren Jiron](#) will provide a detailed summary of the current trends regarding patent eligibility under 35 U.S.C. § 101.

Topics will include:

- Early motion practice
- Factual considerations
- Application of the two-part Alice framework.

Whether you are drafting applications or litigating patents, this will be a highly educational seminar.

For free registration, click [here!](#)

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 160 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. In the words of *Chambers USA*, "Finnegan's work is nothing short of exceptional." www.finnegan.com www.finnegan.co.il

Finnegan Resources

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