



Technology & Intellectual Property Strategies Group PC

Glenn E. Von Tersch PARTNER

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PRACTICE EMPHASIS

- Patent prosecution
- Strategic Patent and Intellectual Property counseling/strategy
- Intellectual Property licensing
- Intellectual Property litigation

Glenn Von Tersch focuses his practice on the procurement and enforcement of patents and trademarks, with additional emphasis on intellectual property counseling, litigation, licensing and related transactions. His experience covers a broad variety of Silicon Valley technologies, including semiconductor manufacturing and devices, computer architecture, software and Internet applications, analog and digital circuitry, communications equipment, and signal processing. He also has experience with other technologies including solar technology, fuel cell technology, materials technology and consumer products. On patent matters, he is admitted to and has appeared before the USPTO, numerous Federal District Courts, and the United States Court of Appeals for the Federal Circuit. Additionally, he has managed intellectual property proceedings before administrative bodies and courts outside the United States.

Mr. Von Tersch formerly worked as a Silicon Valley engineer and graduated from the Electrical Engineering and Computer Science program at the University of California at Berkeley. He currently serves as President and on the Board of the Silicon Valley Intellectual Property Law Association (SVIPLA), as a Trustee of the Hastings 1066 Foundation, and as a member of the Advisory Board of the High Technology Law Institute (HTLI) of Santa Clara University. Additionally, Mr. Von Tersch has contributed time as a Guest Lecturer teaching a course for a Quarter (term) at the University of Washington.

REPRESENTATIVE TECHNOLOGIES

Semiconductor Manufacturing (e.g. wafer processing, purification, etc.)	Memory
Integrated Circuit Device Manufacturing	Processors
Computer Architecture	Printed Circuit Boards
Software and Internet Applications	Firmware
Analog Circuitry	Content Management
Digital Circuitry	Thin Film Manufacturing
Communications Equipment	Thick Film Manufacturing
Signal Processing Circuitry and Algorithms	GPS
Networks	Solar Technology
Mass Storage Devices	Fuel Cell Technology
Digital and Optical Imaging	Materials (Solid-State Compositions)
Displays	Consumer Products
	Gaming Systems

REPRESENTATIVE CASES

SAES Getters S.p.a. v. IMT (represented plaintiff and counterclaim defendant in patent case related to nanotechnology in Los Angeles)

Allure Home Creations v. Zak Designs (represented defendant in patent case in New Jersey)

SAES Getters S.p.a. v. Aeronex (represented plaintiff and counterclaim defendant in multiple patent case related to semiconductor purification technology in San Diego)

Genz Benz v. Zeta Music (served as private mediator between two parties in settlement of a technology-related litigation; musical amplifier technology)

Hamil Textiles v. NYCK (represented co-defendant in copyright infringement case)

Tilia v. ZeroPack, CSE (represented party in various actions in Korea related to patents of Tilia, CSE and Zeropack)

MediaBay v. Audible.com (represented defendant in patent case related to Freeny/E-Data patent)

Greene v. Danger, Inc. (represented defendant in patent case related to Hiptop product and similar PDAs in Oakland)

Wireless Access v. Research in Motion (represented plaintiff in patent case related to power supply technology for pagers in San Francisco/San Jose)

REPRESENTATIVE SPEECHES, PRESENTATIONS AND APPEARANCES

Moderator, "Strategic Licensing", Maximizing Returns on IP Portfolios Conference, Palo Alto, California, (March, 2009)

Moderator, "Virtual Worlds: The Hype, The Reality, The In-between," Microsoft Campus (March, 2009)

Speech, "Patents," iPhone DevCamp II Conference, San Francisco (2008)

Guest Lecturer (Professor), "Information Law, Policy and Ethics," University of Washington (Winter Quarter, 2008) (IMT 550 class)

Guest Lecturer (single class), "Recent Developments at the Federal Circuit," Santa Clara University School of Law, (2007) (with Michael M. Mallie)

Moderator, "PTO Rulemaking," SVIPLA and HTLLI, Santa Clara, CA (2006)

Speech, "Finding Information on the Internet," NBI Seminar, Seattle, WA, (2005)

Speech, "Navigating the Patent Minefield," The IP Society, Palo Alto, CA, (2005)

Speech, "Anatomy of a Markman Tutorial," (Menlo Park, CA, 2003) (with Paul Hickman)

Speech, "Changes at the U.S. PTO – And How You Can Deal With Them," (Menlo Park, CA, 2003) (with Brian Coleman)

ARTICLES AND PUBLICATIONS

Author, "Shoring up the Foundations of Patent Law Eroded by the Underwater Line,"
20 Hastings COMM/ENT 721, 1998 (with Edwin H. Taylor)

Author, "Curing the Inequitable Conduct Plague in Patent Litigation," *20 Hastings COMM/ENT 421*, 1998

Author, "Strengthening and Weakening the Patent Through Reexamination and Reissue,"
456 PLI/PAT 417, 1996 (with Edwin H. Taylor and Donald Egan)

PROFESSIONAL LEADERSHIP

Silicon Valley Intellectual Property Law Association (President, Board Member)

Hastings 1066 Foundation, Board of Trustees

High Technology Law Institute, Santa Clara University (Advisory Board Member)

Licensing Executives Society

RELATED EXPERIENCE

Perkins Coie LLP, 2003-06

Blakely, Sokoloff, Taylor & Zafman LLP, 1998-2003 (Clerk, 1996-98)

Lattice Semiconductor, Product Engineer, 1992-95

EDUCATION

University of California, Hastings College of the Law, J.D., 1998

Senior Managing Editor, *Hastings Communications and Entertainment Law Journal*

University of California, Berkeley, B.S. (Electrical Engineering and Computer Science), 1992

ADMITTED TO PRACTICE

California; Washington

United States Patent & Trademark Office

Supreme Court of the United States of America

United States Courts of Appeal for the Ninth and Federal Circuits, and various District Courts

04/08/09