

Intellectual Property and Technology Law Curriculum

The College of Law's Intellectual Property and Technology course offerings include both a survey of intellectual property law and advanced seminars in three substantive areas: copyrights, trademarks, and patents. The survey course, Introduction to Intellectual Property, is designed both for students interested in specializing in intellectual property law and for those who recognize that a course covering the fundamentals of intellectual property is an important component of a general business law curriculum.

The College's advanced intellectual property seminars offer interested students the opportunity for sustained, in-depth study in specific areas. Copyrights focuses on the law protecting creative and artistic works, including songs, films, literature, works of visual art, and computer software. Trademarks focuses on the law protecting names, logos, and other signs and symbols used by businesses to identify their products and services in the marketplace. Patents focuses on the law protecting useful inventions that represent advances in the state of the art in disciplines including medicine, the sciences, and engineering.

In addition to these core course offerings, the College of Law regularly offers several courses that incorporate elements of intellectual property and technology law, including Cyberspace Law, which covers the protection and enforcement of intellectual property rights in the digital networked environment; Antitrust Law, which includes the study of unfair competition resulting from the legal monopolies that intellectual property law confers; and Media Law, which examines the legal and policy implications of technological transformations in the delivery of news and other publicly significant information.

Elizabeth Herbst Schierman, Class of 2005

Patent Attorney,
TraskBritt
Intellectual Property
Attorneys
Salt Lake City, UT



During my senior year of undergraduate studies in Chemical Engineering at the University of Idaho, a patent attorney introduced me to the possibility of intellectual property law practice. I quickly decided to pursue that career, and deciding to stay at the University of Idaho for law school was an easy choice. The University's proximity to cutting-edge industry and higher education research is a perfect environment in which to gain real-world experience while studying law. My time at Schweitzer Engineering Laboratories and the Washington State University Research Foundation, both just down the road from the U-Idaho, provided the practical groundwork that I built upon with courses in unfair competition, antitrust, copyrights, trademarks, and patents. Idaho has a rich history for being a national leader in patents-per-capita rankings, and earning my law degree in Idaho opened the door to beginning and growing my IP practice here. I now focus my practice on helping individuals and businesses, in Idaho and abroad, identify and protect their intellectual property. I see, first hand, that the entrepreneurial, innovative, and tech spirit is alive and thriving in Idaho. There is no better place from which to enter that inventive and creative world than at University of Idaho College of Law.



Intellectual Property and Technology Law Professors

ANNEMARIE BRIDY

Professor Bridy teaches Copyrights, Introduction to Intellectual Property, and Cyberspace Law. Her scholarly work focuses on Internet and intellectual property law, with specific attention to the impact of disruptive technologies on existing frameworks for the protection of intellectual property and the enforcement of intellectual property rights. Before joining the faculty, Professor Bridy was a litigation associate with the law firm of Montgomery, McCracken, Walker & Rhoads in Philadelphia. She served as a judicial clerk for the Honorable William H. Yohn, Jr. of the United States District Court for the Eastern District of Pennsylvania and the Honorable Dolores K. Sloviter of the United States Court of Appeals for the Third Circuit. Professor Bridy is a magna cum laude graduate of the Temple University James E. Beasley School of Law. She holds M.A. and Ph.D. degrees in English from the University of California at Irvine and a B.A. in English, summa cum laude with distinction, from Boston University.

MARK ANDERSON

Professor Anderson teaches courses that emphasize technology related issues. His Trademarks class includes an emphasis on how trademark law is used to protect product design. In Antitrust he addresses cases that explain how the law encourages or impedes cooperation among firms to innovate. The Business Associations class examines statutory and common law doctrines that allow co-owners of firms to fund and manage the process of innovation. Professor Anderson's research interests focus on the ways in which the law encourages or discourages cooperation. Legal principles which affect such cooperation include fiduciary duties in the corporate and unincorporated contexts, the conspiracy element of Section 1 of the Sherman Antitrust Act, the conduct requirement of Section 2 of that same statute and the law related to the dissolution of businesses. Professor Anderson started his career working for five years representing high technology clients in a large law firm setting in Minneapolis/St. Paul, Minnesota. He is a graduate of Macalester College and the University of Chicago Law School.

DINAH ZEIGER

Professor Zeiger teaches an annual seminar at the College of Law that reconsiders the status of media law in an evolving technological landscape. She does scholarly work in several areas including First Amendment issues relating to anonymous speech and its function as a social safety valve and the increasing displacement of the public forum as an access point for free expression. In addition to her appointment in Law, she also teaches media law and reporting in the University of Idaho School of Journalism and Mass Media. She came to academia as a second career, earning a Ph.D. in communication from the University of Colorado at Boulder in 2007, following a 20-plus year career as a journalist, working for news wires in Washington D.C. and London, on the start-up of the *Wall Street Journal-Europe*, *Investor's Business Daily* in Los Angeles and New York, *McGraw-Hill* in New York, and as a technology reporter for the *Denver Post*. She holds an M.A. degree in art history from the University of Colorado-Boulder and a B.A. in English from the University of Missouri-Kansas City.

Mark P. Walters, Class of 2000

Patent Attorney
Frommer Lawrence & Haug LLP
Seattle, WA

I am a patent attorney who handles intellectual property cases of all types. I have had the pleasure to appear on behalf of clients in federal district and appellate courts around the country, including the U.S. Court of Appeals for the Federal Circuit and the United States Supreme Court. In this capacity, I have encountered lawyers from many fine law schools. My education from the University of Idaho provided a solid legal foundation and allowed me to represent clients as well as any lawyer I've come across. I highly recommend the University of Idaho College of Law to anyone who is interested in practicing law at the highest levels of the profession.





Intellectual Property Club

L to R: Prof. Annemarie Bridy with Officers—Vala Metz, Reed Cotton, Jacob Pierson, Jenna Brozik, and Christopher Johnson

Idaho's Innovation Economy

- In a *Forbes* ranking of the 15 most creative states, Idaho ranks second based on number of patents per capita. *The Daily Beast* ranks Idaho third on its list of the 20 most innovative states based on number of patents per capita and number of technology companies.
- According to the United States Patent and Trademark Office (PTO), Idaho innovators were granted over 1,000 patents per year for nine out of ten years between 2000 and 2010.

IP Law Externships: Real World Legal Training & Experience

- The College of Law Externship Program offers students for-credit practical experience in intellectual property law through placements in and around both Moscow and Boise. Representative placements include:
 - Parsons Behle & Latimer
 - University of Idaho Office of Technology Transfer
 - Boise State University Office of Technology Transfer
 - Washington State University Research Foundation
- In addition, students may earn course credit for participating in the PTO's Patent Experience Externship Program (PEEP), a summer training program based at the PTO's headquarters in Alexandria, Virginia.

Margaret Dunbar, Class of 1993

Senior Director, Intellectual Property & Legal Affairs, Corporate Secretary
Sanford-Burnham Medical Research Institute
La Jolla, CA

Although it shouldn't have come as a surprise, I was happily surprised at the commitment and the passion of the law faculty. I wanted to explore areas of the law that weren't embodied in the core curriculum



of classes and the faculty was there to support me and work with me to expand my boundaries of the study of law that little bit further. From my paper topics to special seminar courses and the student appellate clinic, I had nothing but great experiences and great memories. I have stayed in touch with both students and faculty and treasure those contacts.

Jim Butler, Class of 1997

Senior Director of Intellectual Property
Sapphire Energy, Inc.
San Diego, CA

I came to the study of law as a second career, after starting out as a faculty member in the University of Idaho Animal and Veterinary Science Department. I can honestly say that of the many years I spent in college, first as an undergraduate and then a graduate student, the years at the College of Law were some of the most enjoyable. I found the classes to be interesting and the interactions with the instructors to be engaging and challenging. I entered law school with the goal of becoming a patent attorney. Although at the time patent law was not an area of emphasis at the college, the faculty worked with me to realize my goal. I currently work at a small start-up company where, in addition to working in the area of intellectual property, I am called upon to deal with a wide variety of legal issues. My ability to do so is due in no small part to the excellent legal education I received at the University of Idaho.



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For more information go to:

www.uidaho.edu/law/academics/areasofstudy/intellectualproperty