



John Rizvi is founding partner of The Idea Attorneys in south Florida and teaches IP law as an adjunct professor at the Nova Southeastern University Shepard Broad Law Center.



As a child, says John Rizvi, "I would take a screwdriver to a Rubik's Cube and take it apart to figure out how it worked. I wanted to create a spherical Rubik's Cube."

The son of an engineer, Rizvi got his bachelor's degree in civil engineering from the Florida Institute of Technology. There, one of his professors had worked out some ideas for highway design and was trying to get them patented. Rizvi became intrigued by the patent process and began to contemplate a career in law.

"I always saw the two fields" — engineering and law — "as completely separate." He says that while he excelled at math and science, he also wrote poetry and liked the idea of using both skill sets.

Rizvi worked for two years as a structural design engineer in south Florida before deciding that it just "wasn't my passion." While attending the University of Miami School of Law, he worked as a patent agent at a local law firm, drafting and filing patent applications for clients.

He later joined a New York City boutique IP law firm whose client roster once included Thomas Edison and Henry Ford, but left to strike out on his own. Rizvi says he was frustrated by the fact that he had gotten into IP law to work with inventors, and instead found himself spending most of his time with in-house lawyers for corporate clients.

He returned to south Florida and teamed up with a former UM classmate, Glenn Gold, who had worked at Motorola. In 2001, they formed Gold & Rizvi and branded the firm "The Idea Attorneys," trademarking the name and marketing to startups and independent inventors. Today, the firm has 17 employees and main offices in Coral Springs and Jupiter.

Rizvi charges a flat fee for preparing a patent application. The cost ranges from \$5,000 to \$15,000, depending on the complexity of the invention.

"Software applications on smartphones have opened up an incredible new market for patent services," he says. "It's very rare to see an unemployed patent attorney."

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