

# Are You Patent Professor® Material?



## Welcome to The Patent Professor®!

We're pleased that you're interested in coming to work for our firm. If you're reading this, you've demonstrated a level of education, experience, skills and proficiency that your peers simply can't match. But before you formally apply or sign on the dotted line, we want you to really understand our firm, how we work, our client base and what is required and expected of an associate at The Patent Professor®. We want to attract, recruit and develop the best, most talented and most passionate minds to protect our client's intellectual property -- and we want to make sure you're the owner of one of those minds! Also, a sharp intellect is great but we want those who are truly passionate about what we do and we care about your heart and want those for whom intellectual property is their calling.

We lay this out for you right at the beginning, so you can make an informed decision as to whether a career with our firm is the right choice for you. No one likes surprises when it comes to employment, and we at The Patent Professor® are no exception. That's why we want you to feel secure and confident that you're making the best possible choice in applying to our firm, and that you're the type of person who will mesh well with our culture, clientele and our admittedly somewhat unorthodox style.

If we've scared you off already, we understand. The Patent Professor® team isn't for everyone. But if you like what you're hearing, your ears pricked up a bit or your heart's beating just a little faster, we encourage you to keep reading to find out more about The Patent Professor®!

### What you need to know about us:

- *History of The Patent Professor®*
- *Case studies of some of our patent success stories*
- *Why we do what we do—and how!*
- *Who we want on The Patent Professor® team*

# History of The Patent Professor®

**BY The Patent Professor® Himself!**



From my earliest childhood, I wanted to invent things. One of my first ideas was a ROUND Rubik's Cube—and I remember being crushed when I went to a toy store and found someone had “stolen” my idea! This passion for invention and creativity followed me into adulthood, through an engineering degree and ultimately into the study and practice of intellectual property law.

When I started out, the top firm in the country, perhaps the WORLD, for new innovations was Fish & Neave. If you have been in intellectual property for long, you've probably heard of them. They were the firm that helped Henry Ford, Thomas Alva Edison and The Wright Brothers patent their inventions.

Fish & Neave REJECTED me when I first applied. It took an impassioned call from a pay phone and a huge gamble on my part to convince them to reconsider. I got the position—and quickly came to hate it. I wasn't working with inventors at all. My days were filled with miles of red tape and endless solemn meetings with gray-suited attorneys representing huge corporations. It was a passionless, joyless, GRAY existence for me.

And I escaped it. If you want to know the details, ask me for a copy of my book **Escaping the Gray**.



**From humble beginnings  
20 years ago with an  
office in a spare bedroom..**

**...to a brand new  
10,000 square foot  
building...**



**...to recognition in the  
Inc. 5000 list of  
fastest-growing  
companies in America!**



Long story short, in 2001 I gave notice at the premier patent law firm in the nation, loaded up my family and moved to South Florida to start my own firm. I was told I'd be sorry. That Fish & Neave would keep my resume on file, with the implication that I was doomed to fail and would inevitably come crawling back begging for a job. That the IP law firm I envisioned and wanted to create from the ground up could never compete with "the big boys" and I'd starve myself and my family to death even trying. Like so many of the inventors I call my heroes, I started with very little. My first office was a spare bedroom in my parents' house.

Twenty years later, Fish & Neave is no more than a footnote in the history of American patent law, while that tiny law firm I started, The Patent Professor® has grown beyond my greatest expectations. Recently, we were included in the Inc. 5000 list of Fastest Growing private companies in America and were named the 53rd fastest growing law firm in the country.

Over the past 20 years, I have built an amazing team that shares my passion for invention, innovation and the nuances of patent law. At every turn, I've been told I was making a huge mistake, that I was doing something strange, weird or abnormal, and that I would regret it. But the results The Patent Professor® has gotten for our clients speak for themselves—and I'm excited to welcome new legal talent who shares the same drive and passion for success that every member of The Patent Professor® team has!

**Now, let's take a look at a couple of our success stories!**

# Case Study: **ALEX GOMEZ**

*Chances are, you've never heard of Alex Gomez. But if you, a friend or a loved one have had surgery in the past several years, there are good odds his invention was involved!*

When Alex was in med school, he discovered the cameras used in orthoscopic surgeries were prone to fogging in the chilly environment of the operating room. The best available fix for the problem at the time was literally dipping the camera in a bucket of warm water and then putting it back into the patient! Horrified by this low-tech and less than fully sanitary "solution," Alex dropped out of med school and devoted his time to working on a self-defogging camera lens for surgical procedures. Like many inventors, he was told his idea was crazy, too far-fetched and too impractical. But he moved back in with his grandmother, maxed out every credit card he had and borrowed money from friends and family.

Then he brought his idea to The Patent Professor®. We got him the patent—and a few years ago, Alex sold the company he launched, and the intellectual property rights, for over \$100 MILLION to Medtronic. His invention has been used in millions of surgeries nationwide, and is helping make surgery just a little safer and more sanitary for patients and healthcare professionals alike.

I personally am very proud that we were able to help Alex take his "crazy" idea and transform it into a viable, marketable, protected product. Alex Gomez's picture and story enjoy a highly visible place of honor in the offices of The Patent Professor® because his story is so awe-inspiring and because his invention has helped so many people!



# Case Study: **TROY FALETRA**

*If you put Troy Faletra in a lineup and were told to pick the inventor, he's probably the last person most people would choose. An avid sailor and fisherman, Troy enjoys being the quintessential modern "sea dog," fishing and sailing off the Florida coast for hours or even days.*

Then his boat capsized during an excursion, leaving him in the water miles from shore with nightfall coming and rough seas all around. With no other option, he radioed his position to the Coast Guard, left the doomed vessel behind and struck out, swimming for shore. After a grueling sixteen hours in the rough water, exhausted, dehydrated and near hypothermia, Troy made it to land just as dawn was starting to lighten the sky to the east.

This story would have been incredible enough on its own, as a profile in courage and mental and physical toughness. But Troy didn't stop there. After he had recovered from his ordeal, he started working on the idea it had inspired: a quick-deploying, self-inflating life raft which would hopefully spare others in such dire circumstances the dangerous and exhausting swim to shore while they awaited rescue.



The day Troy came to my office, he set down a package about the size of a medium-sized Amazon package box on my conference table—and let 'er rip! The olive-drab raft inflated alarmingly fast in the confines of the conference room, and I was surprised at just how large it was and how quickly it reached full inflation. Looking at him, with excitement written all over his face at how well his prototype worked, I knew immediately The Patent Professor® was the perfect place for Troy's invention. And it was!

Not only did Troy's patent get awarded, but his invention received approval from the US Coast Guard as authorized safety gear for passenger vessels, in addition to life jackets and other mandated equipment. He is the recent winner of the Miami International Boat Show Innovation Award and his invention of the first Coast Guard Approved inflatable throw raft is a game changing improvement in water safety and saves lives every day. Countless more people will have a fighting chance on the ocean thanks to Troy's determination and ingenuity. This is why when you enter the offices of The Patent Professor®, you see Troy's picture and story on the wall—and why he's one of our case studies for the type of inventor we work with!

# Why We Do What We Do— and How!

I've always believed anyone can be an inventor, an innovator and an entrepreneur. At its simplest, all you need to be these things is the ability to notice a problem and come up with a solution no one else has noticed. The Java Jacket, Spanx, Google, Netflix and Amazon were all invented as solutions to seemingly small problems. Not every invention is a matter of life and death—and it doesn't need to be! The pool noodle is, in its own way, every bit as important as Alex Gomez's self-defogging camera or Troy Faletra's rapid-inflation life raft.

In the same way, not all inventors and inventions are beholden to huge global conglomerates. At The Patent Professor®, we believe that inventors who AREN'T backed by endless corporate legal funds also have a right to legal protection that is second to none.

The backyard inventor, the garage enthusiast and the basement innovator with a small invention or improvement that can make an outsized difference in the world in some way needs representation that protects their idea from being stolen by corporate giants. We don't want "just another client," any more than we want to be "just another IP law firm." We seek out and support small inventors with big ideas, giving them both the encouragement they need and the skilled legal services they require to protect their ideas and make them profitable. Don't get me wrong, we still file a substantial amount of patents for larger companies and some of our individual inventor clients are no longer small operations. Some law firms look down on "the little guy". At The Patent Professor®, we realize that even Jeff Bezos (Amazon), Elon Musk (Tesla), Mark Zuckerberg (Facebook), Sara Blakely (Spanx) and almost every single corporate behemoth today started at one time as the little guy (or gal) at some point.





Our clients come from every possible nationality, walk of life and socioeconomic stratum—because innovation comes from every possible combination of these places. Some of our clients have advanced degrees. Some never finished high school. Some will only have one “big” (which is to say “patentable”) idea in their entire lives. Some are serial inventors who habitually come up with a dozen big ideas before the rest of the world is even out of bed just for the mental exercise. Some drive Lexuses and BMWs and Bentleys and wear suits as their casual attire. Some take hours-long rides on public transit to get to us and their “Sunday best” is less dressy than most people’s casual Friday wear.

None of that matters.



Every prospective client who walks through our door with an idea is looking for one thing: bulletproof protection for their innovation. At The Patent Professor®, our job is to make sure they get this with passion, respect, courtesy and honesty. We’re not the kind of firm that’s only concerned with how many billable hours we can squeeze from our clients. In fact, we don’t bill our clients by the hour. And we are not scouting the world for just prestige cases because of all people, we realize that even an unknown inventor today with a good idea can quickly become tomorrow’s Jeff Bezos. When that happens to one of our clients, and it has happened often enough already, we want to proudly have the knowledge that we were there for them when nobody else would take them seriously. The focus here is the inventor.

The woman who walks in with a new design for pantyhose or the man who arrives with a small but nonobvious refinement to an existing machining process is just as deserving of our time, attention, expertise and best effort as the transgender individual who shows up with an algorithm so startling that it will transform the Internet as we know it. We never know who “the next” Sara Blakely, Steve Jobs or Alex Gomez will be, and it’s not our job to try to read the future and make or break entrepreneurs. Our job, our passion and our entire reason for being at The Patent Professor® is geared to one very simple idea: every client, every invention is worthy of our best, every day, every time.

# Who We Want On The Patent Professor® Team

*I often say, “If you don’t think about patents in the shower and dream about them in your sleep, you can’t work for me.” This might be a SLIGHT exaggeration, but not by much!*

*It’s not just being smart and good at what you do as part of The Patent Professor® team that matters. Some qualities that we look for include:*



## THE PATENT PROFESSOR® DEBUTS ON THE INC. 5000 LIST



**Passion:** You can teach law. You can teach knowledge and skills. You CAN’T teach passion, excitement, or joy for the work. Perhaps most importantly, you can’t teach the thrill of helping an inventor secure their legacy and protect their innovation successfully. For us at The Patent Professor®, patent law isn’t just a profession—it’s a calling. If you don’t feel like patent law was quite literally what you were born to do, you’re probably going to find you’re in the wrong place very quickly.

**Quirkiness:** We’re a quirky firm, and we’re proud of that. We do things other law firms would faint at the very idea of attempting, from making Sopranos-inspired PSAs for inventors on why it’s important to “Shut your freaking mouth!” to choreographing our own jingle dances. We want people on our team who see the world a little differently than most and dare to think beyond the narrow limits of the drab, gray-suited “conventional” law firm. Most importantly, we want people who know how to take “quirky” and make it fun while still taking our clients and our work seriously!





**Team Players:** Yes, every employer everywhere wants “team players” these days. But what does that even MEAN? At The Patent Professor®, EVERYONE is a superstar in their own right. Every single person in our firm has demonstrated skills, knowledge, talent and excellence dripping from every single letter and punctuation mark of their resumes. But being a superstar and being a prima donna are nowhere near the same thing. There’s nothing wrong with having an ego or a sense of pride in your accomplishments, but we don’t need or want people who are too “important” or “special” to share the spotlight or pitch in on what they believe to be the scut work. We work as a team. We succeed as a team. We fail as a team. If your idea of the word “team” centers on the word “I,” we’re probably not the firm you’re looking for.

**Playfulness:** “Wait. I thought this was a law firm.” We are—but we’re nothing like Law & Order, LA Law and so on! The Patent Professor® isn’t a traditional law firm, and we don’t do things the traditional way when it comes to how we present ourselves, market ourselves and interact with our clients and the general public. We enjoy being different and making that difference very plain, and one of the best ways to do that is by being playful about serious business. That doesn’t mean we don’t take the work seriously. As you’ve already seen, we do. But we also know there’s a time for professional gravitas and seriousness and a time to let our hair down a little, let our clients see we’re excited about them and their innovations and assure them that we’re going to do everything we possibly can for them within the limits of the law and ethics, without being stuffy, staid or boring. We believe life is not a dress rehearsal and we won’t get to go through it again so we might as well enjoy it.



**Seriousness of Purpose:** Sure, we enjoy a good time as much as anyone else, and we like being different from other law firms. But when it’s time to knuckle down and do the work for our clients, everyone from our latest intern to the senior attorneys and former patent office examiners rolls up our sleeves and does it. If you’re just looking for ANY position with ANY law firm, or a place to pad your resume while you look for the next “perfect” position, The Patent Professor® is not the place for you because you will quickly tire of the work if your heart is not in it. We don’t enter the game to play. We are playing to win.

# **Do You Think YOU Have What It Takes to Join The Patent Professor®?**

As we said at the beginning, The Patent Professor® isn't for everyone. If, after reading to this point, you're excited and can't wait to get started, then you're probably exactly the kind of person we're seeking to join The Patent Professor® team! If you're feeling nervous, a little queasy or even somewhat offended, that's okay too. If you believe that ideas have to come from a person or company that fits a certain mold and you look down on clients that don't fit that mold, it won't work out. Oprah Winfrey was told that she was too ugly for television and that she should stick to her career in the radio. She didn't listen to that advice and we don't believe anyone should judge whether someone "should" be the one to bring a new idea to market. Let's face it, the Wright Brothers were two bicycle mechanics with no college education and only one of them had finished high school. They were misfits in every regard and had no investors and little capital or resources and were based out of Dayton, Ohio, and they invented the airplane. If you have a preconceived notion of some checklist that the "perfect inventor" is supposed to meet, you might as well drop out of consideration now. We've likely just saved each other several hours of wasted time and effort trying to make a fit that probably doesn't work for anyone concerned.

At The Patent Professor®, we want and accept only the best of the best and here on our team, everyone is a "top gun" in their role. If you have made it this far, without crumpling and throwing away this document, you may be a possible candidate to be our next hire. Now, all that's left is for you to decide is whether you're ready to take the next step.

***Let's find out  
if you're Patent Professor®  
material together!***