

Intellectual Property

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September 28, 2023

9:30 AM — 10:30 AM

EC 3930

Abstract: Engineers are problem solvers, inventors and creators! There are many legal rights implicated, both in terms of what can be protected through patents, trademarks, copyrights, trade secrets, and related rights; and what can be used that others have already protected. Come and learn about three types of patents, different types of trademarks, and how copyright protects more than just artwork. Also learn about the legal process of registration of these intellectual property rights as well as enforcement before the courts and quasi-judicial government agencies.

Biography: William “Will” Trueba has over 25 years of experience as an attorney. His practice centers on the domestic and international enforcement of intellectual property rights. He is a U.S. Registered Patent Attorney, with a background in electrical engineering. He has represented clients in patent infringement lawsuits involving various technologies. He has also represented clients in the enforcement of copyrights involving motion pictures, music, artwork, photographs, software, and others. He has also assisted clients with trademark and trade dress matters. He has also prepared and taught Continuing Legal Education seminars on various topics, including the protection of intellectual property, the federal rules of civil procedure and local practice in the Southern District of Florida. More than 95% of his litigation experience is in federal court, with both jury and bench trial experience. In addition to his trial experience, he has also assisted clients with the prosecution of patent, trademark and copyright applications before the U.S. Patent & Trademark Office and the U.S. Copyright Office. He has also participated in several adversarial administrative proceedings before the U.S. Patent & Trademark Office. He has been an active member of the American Intellectual Property Law Association’s Model Patent Jury Instructions Subcommittee, and has participated in the revisions made to the Model Patent Jury Instructions for the past several years. Will received his Juris Doctorate from the University of Miami School of Law and his Bachelor of Science degree in Electrical Engineering from Florida International University. Prior to going to law school, he worked as an engineer with Florida Power & Light Company.

