



THINK FORWARD

Brinks Gilson & Lione's new edition of primer on the ABCs of IP law now available in Chinese, German and Japanese

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ANN ARBOR - Brinks Gilson & Lione, one of the largest intellectual property law firms in the U.S., announces the third edition of its intellectual property law primer, *The Basic Principles of Intellectual Property Law*, is now available in Chinese, German and Japanese. The primer was originally published in 2006 and has since been updated to reflect recent court decisions and changes in U.S. intellectual property as a result of the America Invents Act of 2011 ("Patent Reform").

The principal author of *The Basic Principles of Intellectual Property Law* is Steven L. Oberholtzer, managing partner of the Ann Arbor office of Brinks and a member of the firm's board of directors. Oberholtzer focuses his practice on patent and trademark counseling, corporate intellectual property policy development and administration, technology licensing, joint development and joint venture relationship agreements. He has extensive experience and expertise in the intellectual property legal issues of the automotive industry and a lifelong interest in the industry and its products. Oberholtzer has acted as primary outside counsel for a number of Tier 1 and lower Tier suppliers and these engagements included worldwide responsibility for all intellectual property issues. He has significant experience in technology areas including medical devices, lasers, fiber optics, optical devices and heavy industrial equipment. In addition, he has acted as trial counsel in a number of patent infringement litigation cases.

"Intellectual property issues have always been important in the business world, but perhaps never more so than they are in today's global marketplace," said Oberholtzer. "Virtually everyone in the commercial world interacts with intellectual property issues, but is seldom aware of such matters. In fact, individuals encounter at least 1,500 trademarks daily and up to 30,000 in the supermarket."

While IP law can be complex, *The Basic Principles of Intellectual Property Law* primer provides general information within the four categories of U.S. intellectual property law: patents, copyrights, trademarks and trade secrets. Also covered in the primer are contract law and intellectual property protection and defense because, while intellectual property is considered intangible, it is still property in the truest sense and thus gives rise to legal rights, duties and consequences.

"Information in the primer will provide readers the ability to identify intellectual property assets and undertake protective measures based on U.S. laws," said Oberholtzer. "A lack of understanding in the arena of intellectual property has proven costly to numerous individuals and companies."

In addition to business users, the IP Primer is used as a reference text for the course, *Law and the Entrepreneur*, offered on Coursera and taught by Professors Esther Barron and Steve Reed of Northwestern University School of Law.

The Basic Principles of Intellectual Property Law is available in English, Chinese, German and Japanese at no charge by visiting the Brinks [website](#). In addition to Oberholtzer, contributing authors of

the primer include the following attorneys from Brinks' Michigan offices: William R. Boudreaux, Kelly K. Burris, Robert K. Fergan, Gerlinde (Linda) Nattler, Eric J. Sosenko and Michael N. Spink. Authors from other offices include Jennifer L. Fox, William H. Frankel, Mary M. Squyres and Katherine L. Tabor.

Brinks Gilson & Lione

Brinks Gilson & Lione has 160 attorneys, scientific advisors and patent agents who specialize in intellectual property, making it one of the largest intellectual property law firms in the U.S. Clients around the world use Brinks to help them identify, protect, manage and enforce their intellectual property. Brinks lawyers provide expertise in all aspects of patent, trademark, unfair competition, trade secret and copyright law. The Brinks team includes lawyers with advanced degrees in all fields of technology and science. Based in Chicago, Brinks has offices in Washington, D.C.; Ann Arbor, Mich.; Detroit; Research Triangle Park, N.C.; Indianapolis and Salt Lake City.. More information is at www.brinksgilson.com.