



SCULLY SCOTT MURPHY & PRESSER PC
SECURING INGENUITY™

For Immediate Release

Contact: Paul Esatto
Scully, Scott, Murphy & Presser
516-742-4343
esatto@ssmp.com

David Pinkowitz
DCP Marketing Services LLC
631-491-5343
dpinkowitz@dcpmarketing.com

Patent Law Firm Presents Seminar on Intellectual Property in the Workplace

IP can be a source of significant revenue and profit

Garden City, NY -- Scully, Scott, Murphy & Presser, a leading Intellectual Property (IP) law firm, has presented a seminar entitled "IP in the Workplace . . . It can be a Profit Center" at a recent session of the Suffolk County Bar Association's Academy of Law. The seminar also included presentations by Lisa Renee Pomerantz, a former corporate general counsel, Eugene Berman, a former assistant attorney general, and Rosemarie Tully, a sports and entertainment law attorney. The issues it explored included how intellectual property is an asset that can provide significant supplemental revenue and profit to a company.

"This speaking engagement gave us an opportunity to share our expertise," said Paul Esatto, Senior Partner at Scully, Scott, Murphy & Presser. "Many companies are not aware that licensing of intellectual property can be very lucrative. As an example, IBM generates \$1.5 billion annually from IP licensing."

Licensing strategies to generate revenue -- without forfeiting competitive advantage -- include licensing patents to companies outside your current marketplace, licensing patents for non-core technologies, and using joint development agreements. To effectively develop this revenue source, the status of IP in the company needs to be high. Companies should have policies that treat IP as an important asset, and to integrate IP into their business goals and strategies.

"A good first step is to set up an IP Committee at the company to manage the process," said Esatto. "The committee should have representatives from executive management, technical, marketing, operations, and legal."

About Scully, Scott, Murphy & Presser

Founded in 1973, Garden City-based Scully, Scott, Murphy & Presser is one of Long Island's largest and most preeminent law firms exclusively dedicated to Intellectual Property. Comprised of highly skilled attorneys with highly technical backgrounds, SSMP confidently sits at the crossroads of cutting edge science, technology and law where it offers detailed, bankable opinions and secures, protects and enforces intellectual property for its clients. For more information, visit Web site <http://www.ssmp.com>.

#

January 2004