



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 to Present Competitive Intelligence Seminar at Licensing Executives Society Event

Mapping the IP landscape to develop strategies for licensing revenue

Garden City, NY -- Scully, Scott, Murphy & Presser, a leading Intellectual Property (IP) law firm, has announced that one of its patent attorneys will be participating in a presentation entitled "*Mapping the Competitive Intellectual Property Landscape: Assessment of Nano-Technology Related IP*" at 2004 Spring meeting of the Licensing Executives Society on May 12th at the Marriott Marquis hotel in New York City. Philip Braginsky will discuss techniques for assessing and analyzing the landscape of competitive intellectual property to help develop strategies for generating licensing revenue from patents. He'll give examples of powerful software tools that use complex algorithms to search patent databases and produce informative textual and graphical reports of complex intellectual property data.

"This speaking engagement allows us to share our expertise with other licensing professionals," said Paul Esatto, Senior Partner at Scully, Scott, Murphy & Presser. "Many of them are looking for ways to improve their strategies and techniques for licensing patents."

"Nanotechnology is an area that has great potential for generating licensing revenue," said Philip Braginsky, Counsel at Scully Scott. "There are a number of sophisticated tools available to help accomplish this."

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>.

About Licensing Executives Society

The Licensing Executives Society, Inc. is a professional society comprised of over 5,000 members who are involved in the transfer, use, development, manufacture and marketing of intellectual property, including professionals in the field of law, academics, science government and the private sector.

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