

# Cisco Systems Faced Cyberattack From Hacked Employee's Google Account

CE Noticias Financieras English

August 11, 2022 Thursday

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**Length:** 489 words

## Body

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**Cisco Systems** revealed on Wednesday details of a May hack by the Yanluowang ransomware group, which leveraged a compromised employee's Google account.

The networking giant is calling the attack a "potential compromise" in a post by the company's own **Cisco** Talos threat research arm.

"During the investigation, it was determined that a **Cisco** employee's credentials were compromised after an attacker gained control of a personal Google account where credentials saved in the victim's browser were being synchronized," wrote **Cisco** Talos while giving details of the attack.

Forensic details of the attack lead **Cisco** Talos researchers to attribute the attack to the Yanluowang threat group, which they maintain has ties to both the UNC2447 and the notorious Lapsus\$ cybergangs.

**Cisco** Talos said that while the adversaries were not successful at deploying ransomware malware, they were successful at penetrating its network and planting a cadre of offensive hacking tools and conducting internal network reconnaissance "commonly observed leading up to the deployment of ransomware in victim environments."

The main point of the hack was the attackers ability to compromise the targeted employee's **Cisco** VPN utility and access the corporate network using that VPN software.

"Initial access to the **Cisco** VPN was achieved via the successful compromise of a **Cisco** employee's personal Google account. The user had enabled password syncing via Google Chrome and had stored their **Cisco** credentials in their browser, enabling that information to synchronize to their Google account," wrote **Cisco** Talos.

With credentials in their possession, attackers then used a multitude of techniques to bypass the multifactor authentication tied to the VPN client. Efforts included voice phishing and a type of attack called MFA fatigue. **Cisco** Talos describes the MFA fatigue attack technique as "the process of sending a high volume of push requests to the target's mobile device until the user accepts, either accidentally or simply to attempt to silence the repeated push notifications they are receiving."

The MFA spoofing attacks leveraged against **Cisco** employee were ultimately successfully and allowed the attackers to run the VPN software as the targeted **Cisco** employee. "Once the attacker had obtained initial access, they enrolled a series of new devices for MFA and authenticated successfully to the **Cisco** VPN," researchers wrote.

"The attacker then escalated to administrative privileges, allowing them to login to multiple **systems**, which alerted our **Cisco** Security Incident Response Team (CSIRT), who subsequently responded to the incident," they said.

## Cisco Systems Faced Cyberattack From Hacked Employee's Google Account

In response to the attack, **Cisco** implemented a company-wide password reset immediately, according to the **Cisco** Talos report. "Our findings and subsequent security protections resulting from those customer engagements helped us slow and contain the attacker's progression," they wrote.

**Load-Date:** September 7, 2022

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End of Document

# Framework Agreement for Cisco Network Components

Tenders Monitor Africa-Asia

August 3, 2022 Wednesday

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Length: 531 words

## Body

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Company : UNIVERSITÄTSKLINIKUM HEIDELBERG

Address : Im Neuenheimer Feld 130.3 Town: Heidelberg Postal Code: 69120 Contact Point: Vergabestelle Investitionen Tel: +49 622156-7447 Fax: +49 622156-4096

Email : VergabeteamInvestitionen.ZIM@med.uni-heidelberg.de

Website : <https://www.klinikum.uni-heidelberg.de/zim>

Country : Germany

Location : Germany

Tender\_No : 2022/S 148-423627

Dead line : 2022-08-24

Local International : International

Funding Agency : No

Description : Additional information: Framework Agreement for **Cisco** Network Components Information **systems** and servers Short Description: The subject of the tender is a framework agreement for delivery, implementation and migration of products or licenses/subscriptions as well as support and the provision of services. This contract should enable the clinic to commission the required products/services as part of a long -term partnership. Depending on the requirements / **system** as support services, either partner support or directly Ciscosmartnet Support as well as a service framework agreement for additional required services such as project management, migration support or conception are to be completed. For the manufacturer **Cisco Systems** in all **Cisco** technologies or products, the contractor must offer comprehensive know-how and solution portfolio and be able to support high quality. "A framework agreement for delivery, implementation and migration of products or licenses/subscriptions as well as support and the provision of services should be completed. This contract should enable the clinic to commission the required products/services as part of a long -term partnership. Depending on the requirements / **system** as support services, either partner support or directly Ciscosmartnet Support as well as a service framework agreement for additional required services such as project management, migration support or conception are to be completed. For the manufacturer **Cisco Systems** in all **Cisco** technologies or products, the contractor must offer comprehensive know-how and solution portfolio and be able to support high quality. " " The subject of the tender is the delivery, implementation and migration of products or licenses/subscriptions as well as support and the provision of services for the complex IT network infrastructure in the Heidelberg Clinic. The

## Framework Agreement for Cisco Network Components

components currently used are to be upgraded, or to consistently implement extensions. The **systems** / **system** components are to be commissioned both individually and in the context of bulk orders during the term of the agreement. Likewise, the services / consulting required for designing / extensions / migrations and also to operate the **systems** used should be commissioned gradually during the term of the agreement. Deadline for Submission: 20220824 10:00 Type of Buyer: Body governed by public law Type of Contract: Supplies Type of Procedure: Open procedure Regulation: European Union Type of Bid: Submission for all lots Award Criteria: The most economic tender [Disclaimer: The above text is machine translated. For accurate information kindly refer the original document.]

Document : <http://www.bidsinfo.com/adminexe/documents/-EUR1~20220803-29407363.html>

**Load-Date:** August 3, 2022

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# Russia out of fashion for H&M

The Australian

July 20, 2022 Wednesday

Australian Edition

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**Section:** BUSINESS; Pg. 20

**Length:** 208 words

**Byline:** Dominic Chopping

## Body

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Fast fashion giant Hennes & Mauritz is leaving Russia, citing the operational challenges and unpredictable future in the country, the latest Western company to withdraw completely as the war in Ukraine continues.

The Swedish company paused all sales in Russia at the beginning of March in the wake of Moscow's invasion of Ukraine and on Monday said it would start winding down its business.

"After careful consideration, we see it as impossible given the current situation to continue our business in Russia," chief executive Helena Helmersson said.

Last month, companies including Nike and **Cisco Systems** announced plans to leave Russia. Others, including McDonald's, have sold their operations in the country.

As part of H&M's winding-down process, the company plans to temporarily reopen physical stores to sell remaining inventory in Russia.

H&M expects its departure from Russia to result in one-off costs of around two billion Swedish kronor (\$280m). The company has run operations in Russia since 2009, though currently all of H&M's stores in Russia, Belarus and Ukraine are closed. Together, the 181 stores have 7500 employees and represented around 10 per cent of group operating profit before the coronavirus pandemic, in the 2019 financial year.

**Load-Date:** July 19, 2022

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# Broadband is expanding in the country

CE Noticias Financieras English

July 20, 2022 Wednesday

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**Length:** 386 words

## Body

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During the first half of the year, the number of broadband connections in Argentina increased by 28% and it is expected that by the end of 2006 the improvement will reach 56%, according to the second report of the **Cisco** Broadband Barometer, presented by **Cisco Systems** and prepared by IDC Argentina. The study, which aims at measuring the growth of high-speed links in the country, highlights in its new edition that, between March and June of this year, high-speed connections grew by 16.9%, reaching the figure of 1,219,497 lines. It also shows that broadband penetration over the total population of Argentina grew to 3.2% in the last quarter.

By region. The second **Cisco** Barometer report also reveals an increase in the concentration of lines in the fiber optic corridor formed by the City of Buenos Aires (with 543,737 connections), the province of Buenos Aires (451,369), Cordoba (54,841), Mendoza (34,139) and Santa Fe (29,914). However, if they are listed by penetration (number of lines per hundred inhabitants), the ranking is headed by the City of Buenos Aires (with 18.4%), followed by the province of Buenos Aires and Tierra del Fuego (both 3.07%), La Pampa (3.08%), Neuquén and Santa Cruz (both 2.97%) and Chubut (2.39%). Jujuy closes both lists, with the lowest number of broadband lines (412) and the lowest penetration in the country (0.06%). By technology . ADSL was the fastest growing type of access during the second quarter of the year, with a 20.5% increase in the number of lines, followed by Cablemodem, with 10.2%, and satellite links, with 9.6%. In terms of speed, connections in the 512 Kbps and below 1 Mbps range accounted for the largest number of lines (48.7%), followed by those above 1 Mbps (26.9%). The report highlights a trend towards faster links due to the fact that "the broadband installed base is new and growing". By user . With 17.8%, the Home segment experienced the highest growth in connections during the second quarter of 2006, accounting for 91.6% of the country's ADSL lines. The report also highlights that, as of June 2006, the Government sector had only 5,538 broadband lines (44.89% of the sector has ADSL connection and 44.15% fixed wireless access).

**Load-Date:** August 17, 2022

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# U.S. Stocks Exhibiting Weakness In Cautious Trade

CE Noticias Financieras English

August 1, 2022 Monday

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**Length:** 380 words

## Body

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After a weak start and a subsequent rebound into positive territory, U.S. stocks lost their way again and are down in the red in afternoon trades on Monday.

The major averages are all down in negative territory after a brief spell above the flat line.

Worries about slowing growth weigh on sentiment, but fairly encouraging corporate earnings updates have helped limit market's downside.

In addition to digesting the latest batch of economic data, investors are looking ahead to the crucial non-farm payroll data, due later in the week.

The Dow, which climbed to 32,972.03 from an early low of 32,640.79, is down 91.28 points or 0.28 percent at 32,753.85. The S&P 500 is down 14.59 or 0.37 percent at 4,115.70, while the Nasdaq is down 19.50 points or 0.16 percent at 12,371.19.

Boeing shares are climbing more than 6 percent. Consumer goods giant Procter & Gamble is rallying nearly 3 percent.

Home Depot is rising 1.5 percent, while Intel, IBM, Walmart, Coca-Cola and McDonalds are up with modest gains. Chevron is declining more than 2.5 percent. Travelers Companies, Caterpillar, United Health, JP Morgan Chase and MicroSoft are down 1 to 2.2 percent.

Apple, Goldman Sachs, Merck and **Cisco Systems** are also weak.

In economic news, the S&P Global US Manufacturing PMI was revised slightly lower to 52.2 in July of 2022 from a preliminary of 52.3, pointing to the lowest factory growth since July of 2020.

The Institute for Supply Management said the ISM Manufacturing PMI edged lower to 52.8 in July of 2022 from 53 in June, beating market forecasts for a reading of 52. The reading pointed to a 26th straight month of rising factory activity but the weakest rate since June of 2020.

The ISM Manufacturing Employment sub index in the United States increased to 49.90 points in July from 47.30 points in June, compared with expectations for a reading 47.4.

The ISM Manufacturing New Orders sub index in the United States decreased to 48 points in July from 49.20 points in June of 2022.

Data from the Commerce Department showed construction spending in the US fell by 1.1 percent from the previous month to a seasonally adjusted annual rate of \$1.76 trillion in June, compared to the revised 0.1 percent increase in May and market expectations of a 0.1 percent rise.

**Load-Date:** September 7, 2022

# Where do recent college graduates prefer to work?

CE Noticias Financieras English

August 4, 2022 Thursday

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**Length:** 460 words

## Body

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In which companies do recent graduates want to work? Undoubtedly Google, Microsoft, BMW Group, Apple, IBM and Amazon are at the top of the ranking of the most attractive companies worldwide, according to surveys conducted by Universum to students and graduates of the world's leading economies. Every year, Universum asks students around the world which companies they would like to work for. This ranking is an unbiased tally by GDP of those decisions.

Amazon continues its march to the top as the best employer brand in its class . In 2017, Amazon ranked 26th among business students; today it is at number six. According to Universum data, the company appeals most to Entrepreneurs (those motivated to advance their careers quickly) and Ground-Breakers (people who want to work for innovative brands). Engineering students are attracted to BMW Group, which ranked number three among engineering students. BMW is currently looking to recruit more women to its engineering ranks. The company recently launched a training program for women aged 15 to 24 who are interested in engineering careers. Simon Farrall, head of apprenticeships and associate training at BMW Group U.K. explains, "Investing in young people is a key part of our development strategy for our manufacturing plants. The automotive industry is still seen as a more appropriate career path for boys and our program is designed to address this inequality and attract more girls to consider a technical career in this field," he said. IBM lands at number three this year among Information Technology students. No wonder IBM scores so highly as a pioneering talent brand: a company at the center of innovation and global impact. The pandemic has given this tech giant the opportunity to expand in several areas it dominates: data-driven healthcare, supply chain, data compliance, and digital collaboration, among others. The brand attracts a large number of jetsetters, those who want international careers and the opportunity to travel and live abroad.

Google Microsoft Apple Apple Deloitte L'Oréal Group Amazon EY (Ernst & Young) KPMG J.P. Morgan PwC (PricewaterhouseCoopers) Goldman Sachs McKinsey & Company BMW Group The Boston Consulting Group (BCG) Adidas Morgan Stanley Bank of America Merrill Lynch Google Microsoft BMW Group Siemens Apple GE - General Electric Volkswagen Group Intel Daimler/Mercedes-Benz Samsung IBM Amazon Bosch Johnson & Johnson Ford Motor Company Toyota Nestlé Google Microsoft IBM Apple Apple Amazon Intel Samsung Intel **Cisco Systems** BMW Group Sony Huawei Oracle Goldman Sachs Deloitte Dell Technologies J.P. Morgan Accenture Here

are the rest of the companies preferred by students: Business Students Engineering Students: Information Technology Students: IT Students

**Load-Date:** September 7, 2022



# App aims to improve fitness training performance

The Irish Times

July 21, 2022 Thursday

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**Section:** FINANCE; Pg. 16

**Length:** 645 words

## Body

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In her spare time, Emma Meehan is a competitive weightlifter so she's no stranger to the ups and downs of fitness training. She is also a qualified personal trainer, a software engineer and the founder of Precision Sports Technology which has developed an app that helps improve fitness training performance and reduce the risk of injury.

"I was in the gym thinking about ideas for my final-year project at college when I noticed in the mirror that my squat technique was incorrect," Meehan says. "That got me thinking. Why is there no technology available that could help fix the problem without the need for a personal trainer to supervise every training session?"

"I subsequently built the initial prototype as part of my final-year project and my supervisors suggested I create a start-up from the idea."

However, Meehan decided she wanted some industry experience first and joined **Cisco Systems** in Oranmore, Co Galway, as a development engineer on Webex, **Cisco's** enterprise solution for web conferencing. She subsequently spent almost four years with the company, devoting her weekends to developing the Precision Sports app.

Since leaving **Cisco** to go into the business full-time, Meehan has been working flat out to get the product into shape and the **system** will shortly begin trials with eight potential customer groups including private gyms, personal trainers, physiotherapy clinics, elite sports teams and academic sports science research institutions in Galway, Donegal, Kerry, Waterford and Dublin.

"At the moment, sports teams' strength and conditioning coaches and personal trainers can spend hours on manual video analysis of their clients' training. There are no solutions that can provide an athlete with real-time feedback on their movement or their coaches/trainers with quantifiable and useful insights into how their clients are exercising," Meehan says.

"Precision Sports' app solves the problem by using 3D camera technology to provide real-time feedback and analysis of the user's exercise movement technique."

Meehan is tapping into the existing capabilities of the 3D cameras found on smartphones or that can be plugged into laptops. The **system** works by showing a series of coloured dots on the body in real time once the app is activated. The dots are based on a traffic lights principle and focus on the joints. If a user is exercising incorrectly and throwing a joint out of line, they get an alert.

Once they have completed their routine, the data from the session is automatically sent to a dashboard where their physio, fitness coach or personal trainer can log in and see how they're doing. If necessary, they can intervene and change or add exercises to improve outcomes.

## App aims to improve fitness training performance

To hone her new business idea, Meehan participated in the NDRC's pre-accelerator at the Portershed innovation hub in Galway and she has also been through Enterprise Ireland's New Frontiers programme for start-ups.

She recently secured EUR 50,000 investment from Enterprise Ireland through the competitive start fund and is looking to raise more than EUR 1 million by the end of 2023 to finish, scale and commercialise the product for international markets.

"We're launching phase one into the sports science research institutions for the upcoming semester for data collection and building up the machine learning algorithms. Then we need to build out the AI model, so the **system** works for all genders, body types and ages," Meehan says.

"I am now actively looking for a co-founder with commercialisation experience to join me and to expand the team which currently stands at three. We're targeting fitness and healthcare professionals initially as the **system** will save them a huge amount of time. They will pay for it on a subscription basis.

"Once that's up and running we will move into the consumer market and individuals can have the app on their phone and pay for it monthly."

**Load-Date:** July 20, 2022

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# Silicon Valley tech unicorn Harness announces 80 jobs in new Belfast base

Irish News

August 12, 2022 Friday

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## THE IRISH NEWS

Section: A8F4

Length: 491 words

### Body

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THE founder of US tech unicorn Harness has said the software firm is invested in Belfast for the long term.

Jyoti Bansal, who founded the Silicon Valley company just five years ago, was in Northern Ireland yesterday to announce 80 jobs in an Invest NI-backed move.

The company, valued at \$3.7 billion (£3bn) just four months ago, has already recruited 30 staff in Northern Ireland since setting up an engineering base in Belfast last year.

It expects to create 50 more jobs over the next two to three years, with Invest NI offering the firm a financial incentive of around £520,000.

Mr Bansal, who sold his first company AppDynamics to **Cisco Systems** for \$3.7bn (£3bn) in 2017, now employs 800 people with his latest tech

venture.

“We build a platform for software engineers. So when software engineers write code, that code can automatically, and in a secure and smooth way, be shipped to the end users,” he said.

The Indian-American tech entrepreneur said the Belfast team will play an important role in expanding the

Harness platform in Europe.

“Belfast is very important for our R&D and European expansion. A lot of senior engineers are based here and we’re building some new products here, which is a big milestone.

“With many of our customers already located in the city, investing in our Belfast presence puts Harness in the centre of one of Europe’s strongest technology hubs.”

He said the company is “very excited” about Belfast.

“We were impressed by how easy it is to get started and do business here compared to some other places.”

Currently adopting a hybrid working strategy, Harness is based at Urban HQ’s flexible working space on Belfast’s Upper Queen Street.

“We have a beautiful co-working space here, but as we continue to grow, we will definitely be looking at our own separate office as well,” said Mr Bansal.

## Silicon Valley tech unicorn Harness announces 80 jobs in new Belfast base

“We are invested here for the long term.”

Like many other tech firms, the chief executive listed access to talent as a key attraction for setting up in the city.

“We were able to hire some really good people very quickly. Our teams in Silicon Valley have been very impressed working with the engineers here.”

Interim Invest NI chief executive Mel Chittock said the economic development body has been in talks with Harness since 2019.

“By investing here, Harness will create new entrant positions, career progression opportunities and attract new talent to the region, to fuel its continued innovation and international growth,” he said.

Welcoming the announcement, Economy Minister Gordon Lyons said: “Harness is a fast-growing, innovative Silicon Valley start-up and a valuable addition to Northern Ireland’s technology sector. With hybrid working, people from all over Northern Ireland will be able to apply for these excellent opportunities.

“The positions on offer will attract interest across the experience spectrum – from graduates through to those considering returning and relocating to Northern Ireland to further their career.”

**Load-Date:** August 11, 2022

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# Ren Group Supplier Qualification System

Tenders Monitor Africa-Asia

July 18, 2022 Monday

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Length: 484 words

## Body

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Company : REN - SERVIÇOS, S. A.

Address : Avenida dos Estados Unidos da América, 55 Town: Lisboa Postal Code: 1749 061

Email : source.qualificacao@ren.pt

Website : www.ren.pt

Country : Portugal

Location : Portugal

Tender\_No : 2022/S 136-390406

Dead line : 2022-08-18

Local International : International

Funding Agency : No

Description : Qualification **system** without call for competition: Ren Group Supplier Qualification **System**  
Construction work Short Description: The Supplier Qualification **System** is intended to create and manage qualified supplier lists, with a view to selecting competitors or participants, respectively, in prior qualification competitions or negotiation procedures, involving the following purchase subcategories : 100201 naked cables for MAT lines and substations 100204 Isolated MAT Cables 100401 Airline Supports 100501 Control and Protection **Systems** (SCP) 100602 Electricity Market Operation Platforms 100603 Electric Primary Assets Monitoring **Systems** 100604 Update of third party access **systems** to the network (ATR) 100702 Autotransformers, MAT Power Transformers, Shunt Reactances and Defaulting Autotransformers 100801 Measurement Transformers 100803 circuit breakers 100804 disconnectors 100805 Overvoltage Dischargers 100806 MAT and AT STEEL EQUIPMENT 101301 Food **Systems** - Batteries, Rectifiers, UPS and Wickers 101401 Electric line design services 101406 Civil Engineering Project Services - Electrical Installations MAT 101502 endeavor for construction, remodeling and maintenance of electric lines MAT 101503 endeavors for building and remodeling buildings and infrastructure 101504 General Electrical Installation (IEG) 101509 endeavor for construction, remodeling and maintenance of mature electric lines 101512 High Pressure GN Infrastructure Construction (AP) 101702 maintenance of easements and heritage (land) 101703 EXCELLENTION OF SHARTS 101704 Vegetation Management Machines 101804 Integrated Supervision Services QAS 200106 Cartography and Topography Services 200203 Maintenance and Management Services of Buildings and Infrastructure 200204 Installation Cleaning Services 200206 Physical Surveillance and Safety Services 200606 Application Management and Implementation of Projects in SAP 200607 Application Management and

## Ren Group Supplier Qualification System

Implementation of Projects in SharePoint, K2, .Net and Outsystems 200704 Industrial Voice **Systems** 200705 SDH/DWDM **Systems** 200706 IP/MPLS Transmission **Systems Cisco** 200801 travels and stays 200902 fuels 201601 Provision of contact center services and trade cycle operations Type of Buyer: Utilities entity Type of Contract: Works Type of Procedure: Not applicable Regulation: European Union Type of Bid: Not applicable Award Criteria: Not specified [Disclaimer: The above text is machine translated. For accurate information kindly refer the original document.]

Document : <http://www.bidsinfo.com/adminexe/documents/-EUR1~20220718-29192024.html>

**Load-Date:** July 18, 2022

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# Paid Notice: Deaths KENNEDY, PATRICK

The New York Times

August 14, 2022 Sunday

Late Edition - Final

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**Section:** Section A; Column 0; Classified; Pg. 24

**Length:** 880 words

## Body

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KENNEDY--Patrick. Pat Kennedy, a technology visionary, inventor, and entrepreneur who led the company that invented and built the first internet-connected car, died on July 20, 2022 in Boulder, Colorado. He was 69. Kennedy was founder and CEO of Cellport **Systems**, a research lab he established in 1993 in Boulder to dream up and design ways for mobile devices to communicate with automobiles. In just a few years he and his team of inventors patented a vehicle server that made it possible to converge wireless networking and the internet with the internal **systems** of any car.

The team built the server into a Ford Bronco and demonstrated it publicly in 1996 at a national trade show. The invention paved the way for today's multi-billion-dollar telematics industry and the plethora of automotive safety, navigation, and entertainment features that are now commonplace. "Over time, this revolutionized the industry, making software the most important part of a car and enabling cars, like the Tesla, to be like devices with updatable software," said Axel Fuchs, an executive in the automotive technology industry. "But this was 1996, easily 10 years ahead of its time. In fact, even 10 years later it was still farfetched." The vehicle server was just one of many pioneering patents in Cellport's prolific and sweeping portfolio. Kennedy, deeply involved as the visionary and force behind this work, is a named inventor on all the company's 23 patents. Four of these patents, each cited in hundreds of other inventions, are considered essential in the field and have been adopted by almost all car companies. The inventions are used today for mapping and door locking applications, to stream music from a playlist to a car's audio **system**, use voice commands for safe dialing and text messaging, and more. OnStar, BMW Assist, and Audi Connect platforms use Cellport technologies to access vehicle performance analytics for safety, warranty, and maintenance services. Self-driving and autonomous vehicles can also trace their heritage to Cellport's patents and its 1996 internet-connected car. The company's licensees include Motorola, Harman International, Omron Corp., **Cisco Systems**, Samsung, Apple, Google, LG, and many others. "His patents were new, pathbreaking ideas that later became true and are standard nowadays in the automotive industry," said Peter Kitzenmaier, former CTO at Peiker Acoustic, a leading connected-car technology company. "He created substantial ideas on how drivers can use mobile phones in a car environment and how automotive manufacturers can use vehicle data for monitoring and maintenance solutions. Today, these are state of the art." In an interview conducted earlier this year, when asked how he approached the inventive process to come up with so many transformational ideas, Kennedy said, "I considered what would be needed in the future from a gestalt perspective. I encouraged my team of engineers to think broadly and imaginatively and use art-of-the-possible invention methods. That was my theme." Kennedy was also "really good at pulling diverse individuals together for a really great common outcome," said Ralph Poplawsky, who was vice president for engineering at Cellport. "He encouraged our entire engineering team to think about the art-of-the-possible. His enthusiasm was infectious and made him really likeable to a lot of people, and that has a lot to do with his success over the years." Kennedy was born October 27, 1952, in Buffalo, New York, to Andrew Kennedy, a plant manager, and Edna Kennedy, a homemaker. His grandparents, Bertha and William Seaman, were closely involved in his upbringing and strongly influenced his early life and education. He graduated from the University of Buffalo with degree in international economics. He developed a passion for global

economics, especially fair and ethical trade as well as the enforcement of property rights through a stint conducting economic research at the Department of Commerce in Washington, D.C., and a year of schooling at EAFIT University in Medellin, Columbia. Kennedy's values came to the fore in Cellport. He guided the company to adopt a policy of licensing its technologies to anyone for a fair and reasonable fee, to encourage adoption of its inventions in the highly proprietary automotive industry, which viewed Cellport as an outside competitor and a threat. Kennedy used the strategy to forge lucrative partnerships with major customers around the world in the communications and automotive electronics industries, but he continuously battled a who's who of U.S. and international automotive companies that openly violated Cellport's patents, counterfeited its products, and tried to put it out of business. Cellport survived, in part by outmaneuvering some adversaries and taking others to court. Kennedy recounted the story in a book, *IdeaJacked* (2009), which he wrote to expose the issue of patent theft and call for more ethical trade. "Many startup-up companies, unfortunately, do not make it through these substantial difficulties, but Cellport is one of the fortunate ones," Kennedy wrote in his book. Kennedy is survived by his three children, Erin, Matt, and Brian, who have also built successful careers in technology fields, and two grandchildren. 1/3

**Load-Date:** August 14, 2022