



FOUNTAINHEAD LAW GROUP  
Intellectual Property

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# > Today's Presenters



**Chad R. Walsh**

PATENT ATTORNEY

**20+ Years in the Tech Industry**

**Specializes in drafting and prosecuting software and electronics inventions before the US Patent and Trademark Office**



**Andrew J. Lee**

PATENT ATTORNEY

**Focuses on patent prosecution and strategic intellectual property counseling**

**Practice includes: Internet-based software and services, CG, and consumer electronic devices**

**Former Oracle Corporation software engineer**



**George B. F. Yee**

PATENT ATTORNEY

**Focuses on patent preparation and prosecution primarily electronic and computer architectures**

**Practice includes: Software, GUI, Database, Microprocessor Architecture and many more**



**A SIMPLE IDEA  
CAN CHANGE  
THE WORLD.**



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# > Relevant Case Rulings



**1978**

**Parker v Flook**

Algorithm is patent-eligible only if the implementation is novel and non-obvious



**2015**

**Apple v Samsung**

Design Patent wins significant damages

**2000**

**A&M v Napster**

Addressed the impact of peer-to-peer file-sharing on copyrights



# > Unique Concept

## SUBHEADING

Use this for larger blocks of text. Just don't overwhelm your client. Instead, iterate your key points and use bullet points to:

- Draw Attention
- Create Resonance
- Simplify

# > Key Points

## FACTOR TO HIGHLIGHT

Compelling text to explain and entertain audience. Compelling text to explain and entertain audience.

Compelling text to explain and entertain audience text to explain and entertain audience. Compelling explain and overly entertain audience. audience. Compelling explain and overly entertain audience. Audience Compelling explain and overly entertain audience.

## FACTOR TO HIGHLIGHT

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## FACTOR TO HIGHLIGHT

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Compelling text to explain and entertain audience. Compelling text to explain and entertain audience. Compelling text to explain and entertain audience.

- With a Bullet Point.
- Another a Bullet Point.

A blue-tinted photograph of a sailboat on the ocean, with the text overlay in the center.

**OKAY, LET ME  
SHOW YOU  
WHAT I MEAN.**



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# > Metrics

Chart Header

Primary Metric ■  
Secondary Metric ■  
Tertiary Metric ■

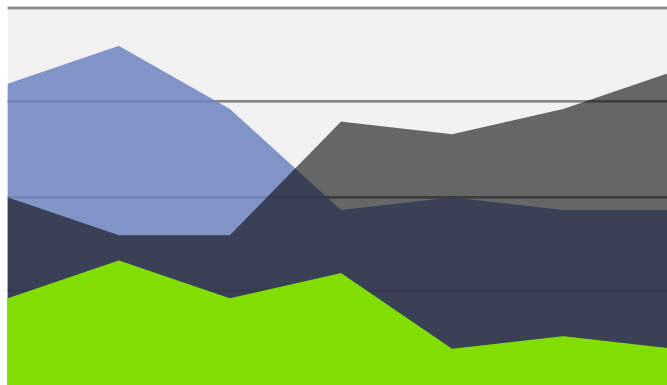
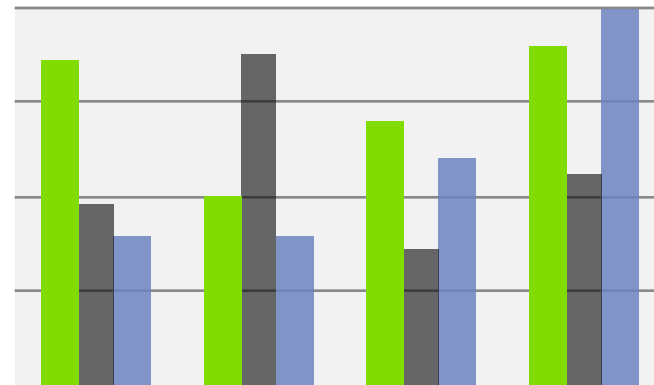


Chart Header 2



## SubHeader

The light green color in this chart is meant to emphasize your point. Focus your audiences' attention by using fewer colors. The secondary emphasis is made with the dark

grey, and additional stats should be charted in even lighter greys. Most importantly use this text block to make your profound statement. The data thus supports your idea, showing a

well researched hypothesis or a convincing call-to-action, in an almost obvious conclusion.



# > Project Phases

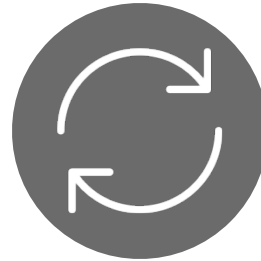
## A THREE PHASE APPROACH



### RESEARCH

I will include a series of line art icons. They are made as a matching series with the same weight and style.

Hopefully these will match your content if not, let me know what icon imagery you need.  
[eric@ericgrossdesign.com](mailto:eric@ericgrossdesign.com)



### REVIEW PERIOD

Note the same colors used are the same from the charts and data slide. Consistency is the key to good branding.

Use the Home>Paragraph>Increase List Level to:

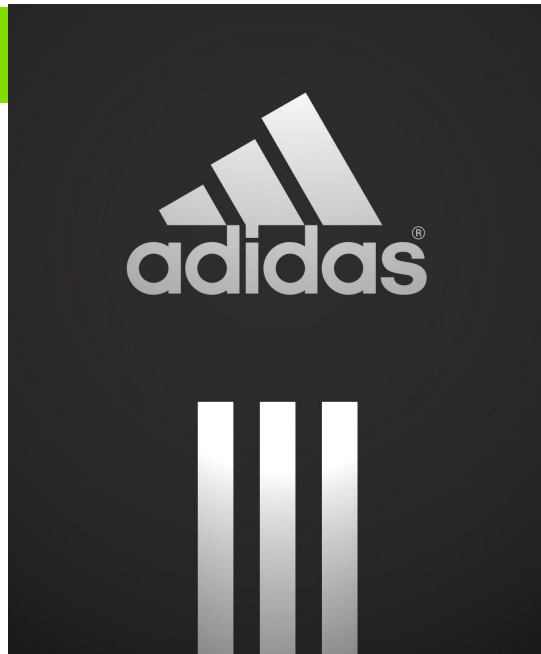
Change Font Styles



### LAUNCH!

Insert estimate for when the contract is ready to execute.

# > Example Story



## Adidas vs. Payless Shoe

After a jury trial awarding plaintiff \$305 million in damages based on a reasonable royalty, an accounting of profits, and punitive damages, defendant moved for judgment as a matter of law. The court also reduced the award to \$66 million, largely due to the solely economic nature of the plaintiff's harm.

### KEY TAKE AWAYS

- Criticism of Accounting Method
- Punitive Damages, reduced as "Solely Economic in Nature"
- Most importantly, the degree of reprehensibility of the defendant's misconduct vs. the disparity between the harm suffered and the damages awarded.