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# CENTURY IP GROUP, INC.

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## THE FIRM

Century IP Group comprises a selected group of highly skilled attorneys and engineers bringing together years of experience at major United States law firms/corporations, without the inefficiencies and overhead costs commonly associated with bigger firms.

We enjoy a reputation for providing prompt and quality service at reasonable rates. Thanks to our preexisting relationships in the high-tech community, each member has had the opportunity to directly work on and analyze technological developments and innovations of many public and private companies including: *IBM, Intel, Hewlett Packard, Sun Microsystems, LG Electronics, Nokia, Alcatel, JPL, Sanyo, Motorola, Hughes, General Electric, Warner Brothers and IXI Mobile.*

Century IP Group provides its clients with a full spectrum of options for registering and enforcing intellectual property rights worldwide. We concentrate our practice on IP portfolio management, opinions, due diligence, technology licensing and procurement of patents, trademarks and industrial designs in several technology areas, including electronics, computer software and hardware, telecommunications and wireless devices.

In helping our clients grow their businesses, we draw upon our experience with industry leaders and emerging companies. We are committed to providing the highest quality service to our clients, whether they are large corporations or creative start-ups, and take great pride in helping them become successful market leading organizations.



## **PRACTICE AREAS**

We are uniquely conversant in both technical and legal developments to provide quality legal services to technology clients worldwide. Our services include patent and trademark prosecution, counseling our clients on strategic portfolio development, licensing issues and other intellectual property related matters such as trade secret protection. We also aggressively represent corporate and individual clients by identifying offensive and defensive strategies involving industrial property disputes and thoroughly analyzing the strengths and weaknesses of our clients' and competitors' intellectual property portfolios.

### **PATENTS**

We provide patent prosecution and procurement services for clients ranging from established technology leaders to high technology start-ups. We have extensive experience handling matters in a broad spectrum of technologies, including the electrical, mechanical, medical, internet, e-commerce, software, computer science, semiconductor device and processing. Our practice encompasses conducting feasibility and prior art studies, preparing and prosecuting original, reissue and reexamination applications in the U.S. Patent and Trademark Office, including appeals.

We work closely with international patent offices through a worldwide network of foreign associates. To that end, we provide worldwide counseling regarding the validity, infringement, and enforceability of patents filed around the world. We have advised and assisted clients with establishing and maintaining programs to secure and manage innovations, technical developments, and other intellectual property.

### **SOFTWARE AND INTERNET**

We advise software development companies, Internet ventures, content providers, Internet infrastructure and multimedia companies on a wide range of cutting edge technical and legal issues. Our focus is to address unique legal issues faced by Internet and software firms, including on-line privacy, domain name, encryption, e-commerce, and other cyber-law issues. Our members have published articles, given speeches, and counseled clients on the wide range of Internet and software law issues, such as domain name litigation, patentability of software, business method inventions, and cyberspace trademark disputes.

We have extensive experience in helping clients in areas such as: copyright, trademark, domain name, and service mark registrations and dispute resolution; advising and procuring intellectual property protection for invested engineering resources, including business method, software and Internet-based technology patents and copyrights; negotiating licensing or other business transactions for technology, content, domain names, and intellectual property transfers; advising on and resolving intellectual property-related disputes; counseling on commercial or corporate issues; and representing clients in cyber-law intellectual property disputes before federal, state and administrative courts, and arbitration tribunals.



Our members have wide-range industry experience and training, having worked as system architects, software engineers and legal counsel to many software companies. Some members of this practice group hold degrees in electrical engineering and computer science.

### **LICENSING, DUE DILIGENCE AND TRANSACTIONS**

The Firm's members have experience working with domestic and international clients in a large range of technology transactions, including intellectual property licenses, Internet and electronic commerce transactions, technology development agreements, purchase and OEM agreements, acquisition of information systems, manufacturing agreements, joint ventures, consulting agreements, employment and proprietary rights agreements, nondisclosure agreements and strategic alliances.

Our members utilize their client counseling, drafting, and negotiating skills for the benefit of our clients. Our members have keen insight into clients' needs and have successfully represented a broad variety of clients' interests in connection with computer hardware and software, telecommunications, Internet, media, entertainment, transportation and other industries.

### **TRADEMARK COUNSELING AND PROTECTION**

We counsel clients with respect to the adoption, use, protection and acquisition of trademarks, service marks, trade names, Internet domain names and trade dress. We review searches of federal, state, unregistered marks and domain names and advise clients on the availability of proposed marks and names. In addition, we file and prosecute trademark applications in the U.S. and throughout the world and develop and manage the strategic planning of client's worldwide trademark portfolios. We also counsel clients with respect to advertising, entertainment content and dispute avoidance issues by helping them review materials for defamation, copyright, trademark, and privacy and publicity rights issues.

### **INTELLECTUAL PROPERTY LITIGATION AND DISPUTE RESOLUTION**

Our members or associated members have experience in a wide variety of intellectual property disputes. Particularly, due to our technical experience, education, and background, we have successfully assisted clients in litigating, defending and asserting claims of infringement or unfair competition by providing litigation support and analyzing the underlying technical issues involved. We also assist clients with intellectual property policing and protection programs.



## **OUR PROFILES**

The Firm is committed to addressing clients' needs using an interdisciplinary approach to obtain the most cost-effective results for its clients. By focusing specifically on technological advancements in developing countries, the Firm has been able to bring to bear the dynamic and experienced legal and technical resources necessary to address the specific needs of clients worldwide.

Our members are attorneys, consultants, engineers and scientists with substantial academic and industry experience and training, with backgrounds as system engineers, development managers, technologists, and patent counsel for electronics, software, semiconductor and manufacturing companies. Some of our members hold advanced degrees in various engineering disciplines.

We are proud to enjoy a reputation for providing clients with competent and practical legal services at reasonable rates.



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**Areas of Practice**

- Intellectual Property
- Patent Prosecution & Litigation
- Technology Licensing

**Education**

- Loyola Law School, Los Angeles, J.D., 1995 (*Dean's List*);
- University of Texas & California State University, B.S., 1992 (*Cum Laude*);
- Postgraduate Studies, UCLA, Digital Signal Processing.

**Affiliations**

- California Supreme Court
- United States Supreme Court
- United States District Court, Central District of California
- Los Angeles and Orange County Intellectual Property Law Associations
- American Intellectual Property Law Association
- Institute of Electrical and Electronics Engineers (IEEE)
- Association of Computer Machinery (ACM)
- WIPO Arbitration and Mediation Center

**F. JASON FAR-HADIAN, ESQ.**

Mr. Far-hadian is registered to practice before the United States Patent and Trademark Office and the California State Bar. He has been admitted as a mediator to the World Intellectual Property Organization (WIPO)'s Arbitration and Mediation Center.

He primarily acts as counsel on the topics of technology licensing, patent prosecution and IP portfolio valuation and management. In recent years, he has concentrated his practice on technically analyzing asserted patents and preparing legal opinions in support of pending litigation and licensing negotiations. Mr. Far-hadian continues to assist well established US and foreign corporations in evaluating and defending infringement claims and the procurement of essential patents. Often, he has the privilege of training in-house patent engineers and junior intellectual property associates by way of implementing short-term intensive educational seminars.

Mr. Far-hadian has represented technology and media companies in a variety of corporate and intellectual property matters. His technical expertise encompasses a wide range of technical disciplines, including wireless communications systems and related standards, image processing, voice recognition, CT scanning, laser optics, circuit design, semiconductor processing, medical and mechanical instruments, computer networks, electronics and the Internet.

Mr. Far-hadian was a Systems Engineer at Viacom's Paramount Studios in Hollywood CA, while attending law school as a night student. At Viacom, he was responsible for the development and maintenance of software solutions and computer network architectures. After law school, Mr. Far-hadian served as a senior patent associate at two of the most prestigious law firms in the United States.

Mr. Far-hadian has jury and bench trial experience. He has written numerous articles for the IP Column (Eye on IP) in the Israel Venture Capital Journal (2005-2006), and has authored several articles on topics covering patent and technology law including:

- "Extraterritorial reach of US patent laws," IVCJ (Sep. 2006)
- "Willful Infringement = Punitive Damages," IVCJ (Jun. 2006)
- "What's in Your Portfolio?," IVCJ (Mar. 2006)
- "Legal Game Plan to Protect IP," IVCJ (Dec. 2005)
- "Scope of 35 U.S.C. §112, Par. 6," Franklin Pierce Law Center (Jul. 2004)
- "35 U.S.C. § 273: The First Inventor Defense," Intellectual Property Today (Apr. 2000)



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**Areas of Practice**

- Electronic Circuits
- Embedded Systems
- Software Engineering
- Space Craft Technology

**Education**

- University of South Florida, MSEE 1989 (Honors);
- University of Florida, BSEE 1984;
- Graduate Studies: Communications and Digital Signal Processing

**Affiliations**

- Institute of Electrical and Electronics Engineers (IEEE) Communications and Computer Societies

**Awards**

- NASA Achievement Award (Deep Space One Flight software Team)
- JPL Technical Excellence Award (Deep Space One Flight Software)
- JPL Section 345 Nova Award (Innovation & Improvement)
- Precision System Employ of the Year Award (Outstanding Technical)

**MEHRAN GANZ (MSEE)**

Mr. Ganz received his Bachelor of Science in Electrical Engineering from University of Florida in 1984, and his Masters in Electrical Engineering with emphasis in Communications and Digital Signal Processing from University of South Florida in 1989.

With over 18 years of technical and managerial experience, Mr. Ganz specializes in real-time embedded systems and applications including Communications, Robotics, Controls, Missiles, and Space. His expertise extends to real-time operating systems such as VxWorks, RTEMS, and RT-Linux as well as single board computers (SBC) among Pentium or PowerPC processor families.

He has worked with DOD (Department of Defense), NASA (National Aeronautics and Space Administration) and JPL (Jet Propulsion Laboratory), contributing to, or leading several research and/or development projects including Deep Space One Spacecraft (DS1), next generation of Spacecraft communication systems (Electra), and the next generation of NASA's Mars Rovers (CLARAty).

Mr. Ganz work has also included collaborative research with several of the leading research institutions and universities including MIT, CMU and NASA's AMS research center. His work also includes collaborative research with several of the leading research institutions and universities including MIT, CMU and NASA's AMS research center, as well as leading a development team in formulating, and implementing the next generation of Spacecraft's re-usable software architecture and framework, at JPL.

Mr. Ganz is the recipient of JPL's "**Technical Excellence Award**," JPL's "**Innovation Award**" and the prestigious NASA's "**Achievement Award**" in recognition of his outstanding work in space exploration.

Mr. Ganz has a working knowledge of Unix, Linux, VxWorks, RTEMS and RT-Linux operating systems. His expertise include development and engineering of hardware and software systems utilizing various programming languages such as C, C++, Ada, Perl, etc.

He is presently pursuing his MBA at Pepperdine's Graziadio School of Business.



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**Areas of Practice**

- Intellectual Property
- Patent Prosecution

**Education**

- USC Law School, Los Angeles, J.D., 2008;
- University of California Berkeley  
BS 2005

**GRACE A. PARK (Patent Agent)**

Ms. Grace Park is a Patent Agent at our Los Angeles office. She primarily concentrates on transactional intellectual property matters, such as drafting and filing patent applications. She is due to graduate from University of Southern California (USC) School of Law in 2008.

Ms. Park's areas of expertise include software engineering and information systems. She has drafted and worked on numerous patent applications for IBM and Intel directed to wireless communications, storage networks, display systems and computing architectures.

Prior to attending law school, Ms. Park worked as a research and development engineer for the FERi Institute at the University of Maribor in Slovenia, Europe. She also participated in developing the UCWISE (University of California Web-based Instruction for Science and Engineering) system, a project aimed at providing technology and curricula for laboratory-based higher education courses that incorporate online facilities for collaboration, inquiry learning, and assessment.

Ms. Park is a graduate of the University of California, Berkeley where she received two Bachelor of Arts degrees. Her first degree is in Computer Science and her second degree is in Legal Studies.

Ms. Park is a recipient of the National Merit Scholarship.



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**Areas of Practice**

- Intellectual Property
- Patent Prosecution & Litigation
- Technology Licensing

**Education**

- Loyola Law School, Los Angeles, J.D., 2006 (*Merit Scholar*)
- Cornell University BS 2002
- University of California Los Angeles MS 2004

**Affiliations**

- United States Patent and Trademark Office
- California Supreme Court

**JEFFREY JUE, ESQ.**

Mr. Jeffrey Jue is a Patent Attorney registered to practice before the United States Patent and Trademark Office and the State Bar of California. He is Director of Patent Prosecution at Unidym, Inc. (a producer of high-performance, cost-effective products for the electronics industry using nanotechnology) and has been working with Century IP Group, Inc. as a patent attorney on a limited basis.

He has experience in drafting and prosecuting domestic and foreign patent applications in technical areas including semiconductor fabrication, electronics, software, verification, wireless devices and telecommunications. He has also worked on patent litigation matters for the City of Los Angeles and Warner Brothers Entertainment.

Mr. Jue is a graduate of Cornell University where he received his Bachelor of Science (BS) degree in Mechanical and Aerospace Engineering in 2002. He continued his graduate studies at University of California Los Angeles (UCLA) where he received his Master of Science (MS) degree in Micro-Electro-Mechanical Systems (MEMS) in 2005, while concurrently attending Loyola Law School in Los Angeles.

He is an assistant editor for Nanotechnology Law & Business, a peer reviewed journal devoted to the legal, business and policy aspects of small-scale technologies. Mr. Jue also serves as editor for the Loyola of Los Angeles Entertainment Law Review and is the founder of Loyola Intellectual Property Society.



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**Areas of Practice**

- Litigation
- Intellectual Property
- Transactional matters

**Education**

- Loyola Law School, Los Angeles, J.D., 2007 (*Dean Scholar*)
- University of California Los Angeles MS 2004

**Affiliations**

- California Supreme Court

**JENNIFER R. BURCIO, ESQ.**

Ms. Jennifer Burcio is an attorney registered to practice before the State Bar of California. She primarily concentrates on transactional intellectual property matters, such as the preparation and filing of domestic and foreign patent and trademark applications. She also assists with different aspects of litigation.

She attended Loyola Law School as a "Dean's Scholar" on a full academic scholarship.

Prior to attending law school, Ms. Burcio was among the selected few interns at the Cable News Network (CNN)'s Washington DC headquarters. In that capacity, she was directly involved with the immediate coverage and production of the daily news reports in CNN's broadcasting studios.

Ms. Burcio received her first and second Bachelor of Arts (BA) degrees from University of California, Los Angeles (UCLA) in 2000. Her first degree is in Communication Studies. Her second degree is in Political Science with an emphasis on international politics.

Ms. Burcio was a Provost Honor student and received numerous other academic honors while at UCLA, including membership in Phi Sigma Theta National Honor Society, Golden Key International Honors Society, and UCLA Mortar Board Honors Society.



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**KIMBERLY K. TRINKAUS**

Ms. Kimberly K. Trinkaus is a law clerk at both the Newport Beach and Los Angeles offices of Century IP Group. She primarily concentrates on transactional intellectual property matters, such as the preparation and filing of domestic and foreign patent and trademark applications. She also assists with managing different aspects of litigation.

Currently, Ms. Trinkaus is attending Chapman University School of Law on a full academic scholarship and is due to graduate in 2009. She is an active participant in the Chapman Intellectual Property Law Society.

Ms. Trinkaus received her Bachelor of Science (BS) degree from Chapman University in 2006. Her degree is in Biological Sciences, with an emphasis in Bio-molecular studies.

Ms. Trinkaus was a Provost Honor student and received numerous other academic honors while at Chapman, including membership in the Gamma Beta Phi Honor Society.



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### **TRACY R. TUTOR**

Ms. Tracy Tutor has over a decade of experience in office management and primarily serves as Mr. Far-hadian's legal assistant. She has extensive experience in international and foreign patent and trademark prosecution procedure and is proficient in IP docketing and portfolio maintenance.



## **CHARITABLE CONTRIBUTIONS**

The Firm has a policy of donating a percentage of the operative income received from work performed on behalf of a client to a non-profit organization or charity of the respective client's choice. For more information please contact us.