



Professional Biography of Gerald R. Prettyman

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Gerald ("Jerry") R. Prettyman is a patent attorney and attorney at law in the field of idea management. As a patent attorney, Jerry advises and assists inventors, entrepreneurs, businesses, and individuals in securing U.S. and foreign patents and other intellectual property rights. As an attorney at law, Jerry aids clients in the formation and growth of a business. In addition, Jerry has over a decade of small business management experience and personally understands the challenges and opportunities of running a business.

Before forming his own law practice, Jerry was an associate with a Silicon Valley law firm that leveraged technical, business and legal expertise to help emerging companies and investors transform business concepts into industry-leading enterprises. Jerry has prepared and prosecuted patent applications in the fields of computer software (including social networking) and hardware, business methods, biofuel development, fluid dynamics, and physical-assistance devices.

Having worked with the creators of social networking applications, Jerry understands the importance of connecting personal and web-based networks, the effectiveness of a web presence, and how key communication is to business development. Besides being a patent and intellectual property service provider to the Tri-Valley Innovation Network, Jerry advises clients in Internet and privacy laws.

Formerly a Certified Quality Engineer, Jerry is skilled at determining the factors within a business that cost-effectively build customer loyalty. These skills include process management, cost analysis, and improving product and process reliability.

In addition to having a law degree, Jerry earned a Master of Laws degree in Intellectual Property. Jerry previously earned a Bachelor of Science in Mechanical Engineering with a Minor in Economics from the University of California, San Diego. Before college, Jerry served in the U.S. Navy as a Corpsman and as a Medical Laboratory Technician.