

GERALD R. PRETTYMAN, Esq., LL.M.
Intellectual Property & Patent Attorney, & Business Counsel
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SUMMARY

Gerald R. Prettyman has been drafting and prosecuting patents since 2001 and preventing and solving legal problems for his clients since 2006. Mr. Prettyman also has over a decade of management and engineering experience improving throughput and decreasing defect losses at various large to small companies. He has two published law review articles, several published bar association articles, a law blog and makes periodic contributions to other online legal blogs. Mr. Prettyman was also a medical technician for eight years with the U.S. Navy and in the private sector.

EXPERIENCE

Intellectual Property Law, Registered Patent Attorney and Business Counsel,

Law Office of Gerald R. Prettyman, November 2008 to Present.

As an intellectual property and patent attorney, I counsel clients on creating monopolies using a combination of intellectual property, patents, contracts and domains.

- I prepare, file and prosecute copyright, trademark and patent applications, as well prepare and file documents for incorporation, LLC and non-profit entity formation. I also advise and assist clients on issues of enterprise development and corporate law.
- My business practice includes drafting confidentiality and non-disclosure agreements, contractor and Statement of Work agreements, assignments and non-complete provisions.
- My intellectual property practice includes validity analysis, freedom to operate opinions, licensing opportunities, the use of electronic commerce, the Internet and regulatory compliance.
- I also research novel intellectual property issues and amended a copyright infringement complaint based on software derivation for a software company.
- My clients include: Accusplit, Proximity Design Systems LLC, California Sunlight, Council Photographics, Software For Moving, Inc., Layover Pillow, O-D-O, Business Builders USA, Philmaking Consultations, Funtastic PhotoBooth, A NYLegend, Rev Up Software, ConnectWell, Le Sanctum Slimming and Beauty Spa, Girls Night Out Networking, 1st Resort Mediation, and others.

Patent Attorney, Palo Alto, August 2007 to November 2008.

Conducted client interviews, and prepared and prosecuted U.S. and PCT patent applications.

- Software: automated network access, malware detection, error detection and correction, language translation and social networking.
- Hardware: memory optimization, memory stacking, and application specific integrated circuits.
- Business methods: interface and tracking of parallel processes, document recording and tracking.
- Biofuel development and fluid dynamics.

Patent Agent, Patent Office of Gerald R. Prettyman, 2001 to 2007.

Drafted and prosecuted patent applications while earning a J.D., and an LL.M in Intellectual Property.

- Drafted and prosecuted inventions in disability assistance: Step-Shaped Staircase Lift (US 7,484,595) and Spoon with Extendable Straw (US 7,047,648).
- Prepared applications for Embedded Watermark (US 2007/0026204), Portable Immersible Pool Chair (US 2008/0092285), Adaptive Smart Memory Card (US 7,232,074), Flexmount Optical Waveguide, Compliant Layer Chucking Surface (US 6,835,415), and RV Stabilizer (US 6,695,348).
- Researched patent ownership dispute and prepared complaint for declaratory relief.

Senior Quality Engineer, Nitinol Devices & Components (a Johnson & Johnson Company) 1997 to 2001.

NDC designs and manufactures custom medical devices, stents, and non-medical components made from super-elastic, shape memory nickel-titanium alloys.

- Increased production 300% and reduced returns 25% by creating quality-focused operating procedures and training employees in defect awareness and prevention.
- Increased sales 200% and reduced expenses 20% by coordinating custom order specifications with "Certified Supplier" and "Dock-to-Stock" programs to achieve First Time Right customer satisfaction.
- Reduced personnel requirements 25% by developing semi-automated microscopic inspection programs for medical device inspection with computer-to-computer data transfer.
- Achieved FDA & ISO9001 regulatory compliance in 18 months by actively educating employees, tracking employee training, and developing streamlined management summaries.

Quality Engineer and Manager, Costar, Galoob, Pier Electronics and Westec Corporations, 1991 to 1997.

- Reduced design delays by 10% by ensuring sales collected sufficient information for board design.
- Improved cash flow by 5% by negotiating blanket orders for Just-In-Time delivery. Reduced insurance premiums by 25% by properly classifying employees and negotiating premiums.
- Implemented consumer testing program to determine reliability and satisfaction.
- Reduced product failures from 90% to 10% by locating root-cause defects.
- Reduced production cost by 40% and labor by 5% by designing automated production processes.
- Reduced downtime by 25%, scrap by 5% and saved \$10,000/yr. by optimizing product components and improve sealing capability. Designed inspection tools to reduce QC time by 5%.

Nuclear Engineer, Southern California Edison, Mare Island Naval Shipyard and Nuclepore, 1986 to 1991.

- Prepared and directed validation tests on nuclear power propulsion plant modifications and repairs.
- Examined nuclear plant components and reviewed drawings to add detail to maintenance records to reduce delays and expenses.
- Prepared and filed a material handling petition saving \$60,000 a year in nuclear regulatory expenses.

Medical Laboratory Technician, Scripps Hospital San Diego and St. Rose Hosp. Hayward, 1983 to 1985.

- Collected and tested clinical samples for hematological, chemical and serological factors.

Military: U.S. Navy, 1976 to 1982. Good Conduct Award 1980.

Duty Stations: N.R.M.C. Oakland 1977-1982, N.R.M.C. San Diego 1976-77.

Medical Laboratory Technology Certificate 1977; Hospital Corpsman Certificate 1976.

- Collected and tested clinical samples for hematological, chemical and serological factors.
- Emergency response team member. Prepared blood for transfusion. Trained staff in medical testing methods.

EDUCATION

GOLDEN GATE UNIVERSITY SCHOOL OF LAW, SAN FRANCISCO

Master of Laws in Intellectual Property, 2007 (G.P.A.: 3.72): U.S. Trademark Law, U.S. Copyright Law, Intellectual Property Litigation, Electronic Commerce, and International Intellectual Property Law.

Doctor of Jurisprudence, 2005. Specialization Certificates with Distinction in Intellectual Property & Real Estate.

Author of: "*Intergenerational Real Property Holdings and Transfer.*" (Private client).

Awards: 2005 Real Estate Law Award and the 2002 CALI Property I Award (Best Essay).

Dean's List: Spring 2005, Fall 2004, Spring 2004, Fall 2003, Fall 2002.

Teaching Assistant: Property I (3 professors, 2 semesters) and Evidence.

UNIVERSITY OF CALIFORNIA, SAN DIEGO

Bachelor of Science in Mechanical Engineering, Minor in Economics, 1989.

Conducted research on chemical vapor deposition, vibration, and fluid dynamics.

Other coursework in Robotics. Charter member of the UCSD Chapter of the Society of Women Engineers.

AFFILIATIONS

- ✧ Legal Admissions, Registrations and Memberships
 - Licensed to practice law in California (SBN 247778) and Minnesota (SBN 389572).
 - Registered Attorney with the United States Patent and Trademark Office (Reg. No. 48778).
 - Admitted to the United States District Court for the Northern District of California and the Court of Appeals for the Ninth Circuit.
 - Member of the State Bar of California and the Minnesota State Bar Association.
 - Intellectual Property Sections of the State Bar of California, the American Bar Association and the Minnesota State Bar Association.
 - Alameda County Bar Association, Eastern Alameda County Bar Association (board member for 2010 & 2011).
- ✧ Engineering
 - American Society for Quality (Certified Quality Engineer, 1999-2001).
 - American Society of Mechanical Engineers.
- ✧ Business Leagues

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- 2010 & 2011 Vice-President of Business Builders USA.
- 2010 & 2011 Board Member of East Bay Executives Association.
- ✧ Service Organizations
 - Rotary Club of Pleasanton North
 - Amador Valley High School Mock Trial Team Attorney Coach, 2009-10 and 2010-11.

PUBLICATIONS

◆ Law Review Articles

"*The Evolving Written Description Doctrine and the Search for Specificity.*" Pepperdine University School of Law, Journal of Business, Entrepreneurship & the Law, Fall 2007. Available at <http://www.grpjrlaw.com/JBELv1p1-42.pdf>.

"*Ethical Reforms in Biotechnology Research Regulations.*" University of Virginia School of Law, Journal of Social Policy & the Law, Fall 2007. Available at <http://www.grpjrlaw.com/VJSPLV5P51-111.pdf>.

◆ Bar Association Articles, Available at www.GotABrightIdea.com

"*A Statutory Battle of the Bees and Seedless Crops.*" FlimFlam, The Newsletter of the Eastern Alameda County Bar Association, October 2009 Volume 10, Issue #7, p 7.

"*Out-of-print and out-of-touch.*" FlimFlam, The Newsletter of the Eastern Alameda County Bar Association, November 2009 Volume 10, Issue #8, pp. 3-4. Available at http://www.grpjrlaw.com/FlimFlam_Nov09.pdf.

"*They Stole My Idea & Other Myths*" FlimFlam, The Newsletter of the Eastern Alameda County Bar Association, January 2010 Volume 11, Issue #1, pp. 2-3. Presented January 15, 2010.

"*Discovery of Private Electronic Devices.*" FlimFlam, The Newsletter of the Eastern Alameda County Bar Association, February 2010 Volume 11, Issue #2, pp. 4. Presented February 19, 2010.

"*eDiscovery Tips for the Legal Practitioner.*" FlimFlam, The Newsletter of the Eastern Alameda County Bar Association, March 2010 Volume 11, Issue #3, pp. 2-5. Presented February 19, 2010.

"*The Low Down on High Tech.*" FlimFlam, The Newsletter of the Eastern Alameda County Bar Association, May 2010, Volume 11, Issue #4, p. 2-3, 5.

ONLINE

WEBSITE: <http://GotABrightIdea.com>

BLAWG: <http://grpblawg.blogspot.com/>.

SOCIAL NETWORKING: LinkedIn – [geraldprettyman](#), Twitter – [grpideas](#)

TRAVEL:

International: Canada (British Columbia & Ontario), China, Hong Kong, Macau, England, Denmark, Sweden, Germany, Austria, Nassau, Jamaica, Antigua, and Puerto Rico.

U.S.: Hawai`i (Kauai, Maui, Oahu, Hawai`i), Alaska, Washington, Oregon, California, Nevada, Idaho, Montana, Wyoming, Utah, Arizona, New Mexico, Texas, Oklahoma, Colorado, Nebraska, South Dakota, North Dakota, Minnesota, Wisconsin, Iowa, Missouri, Arkansas, Louisiana, Mississippi, Alabama, Florida, Illinois, Indiana, Michigan, Ohio, West Virginia, Virginia, Washington D.C., Maryland, Delaware, New Jersey, Pennsylvania, New York, Massachusetts, and Maine.

References available on request.