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# Technology & Intellectual Property

## 25th Anniversary

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**In the world of technology, 25 years is an eternity.** Back in 1982, it seemed that every day a fascinating new futuristic device was introduced, bringing us prodigious advances such as the HP 9000 computer and Sony's first compact-disc player. It was in that 1982 world of technology that a group of Stoel Rives lawyers formed what is now the firm's Technology & Intellectual Property group.

Computers and disc players have come a long way since 1982, and so has the Stoel Rives IP team. Today our group boasts more than 30 attorneys in Oregon, Washington, Utah and Idaho. This team has a wide spectrum of scientific expertise, with backgrounds in electrical, chemical, computer and mechanical engineering; physics; optics; and biology and other life sciences. Equally important is our experience with a variety of products and processes, including computer software and hardware, lasers, display technology, biotech and pharmaceuticals, and mechanical and medical devices.

As the pace of change continues to accelerate, it is critical to anticipate trends, track developments and stay ahead of the curve. That's why our interdisciplinary group of attorneys draws on years of industry experience to look ahead, stay sharp and keep up on scientific and market advances, as well as legal developments.

We are grateful for the opportunity to work with so many innovative companies from a wide range of industries, including some—such as Tektronix and Electro Scientific Industries—that we've partnered with for the full 25 years of our IP practice.

This brochure highlights 25 of the clients that have contributed to our 25 years of growth. To these and hundreds of other IP clients: We thank you for allowing us to be part of your success.

Steven T. Lovett  
Technology & Intellectual Property group leader

# 25 Years

## of strategic IP counseling and litigation services

During the past 25 years, the Stoel Rives Technology & Intellectual Property group has represented market leaders on IP matters including patent, trademark, copyright, and related infringement and licensing issues.



### Leupold & Stevens, Inc. | IP Portfolio

For over 25 years we have served as primary counsel to Oregon based Leupold & Stevens, a leading innovator in the sporting optics industry.



### Tektronix, Inc. | IP Portfolio

Over the last 25 years, we have represented Oregon based Tektronix, a leading test and measurement company, in a wide range of intellectual property matters including patent prosecution, litigation, transactions and licensing.



### Flight Dynamics Inc. | Patent Protection

In 1985 and 1986, we secured two cornerstone patents covering the holographic combiner and the operation of the head-up display computer of Flight Dynamics' revolutionary Head-Up Guidance System (HGS®). Flight Dynamics is now owned by Rockwell Collins, Inc.



### BEHRINGER Holdings, (PTE), Ltd. | IP Portfolio

Headquartered in Singapore, and with facilities on three continents, BEHRINGER is one of the world's largest manufacturers of professional audio equipment. Over the last 10 years, we helped BEHRINGER develop its patent and trademark portfolio, successfully represented it in a variety of intellectual property disputes and counseled the company regarding acquisitions and licensing of technology.



### VRB Power Systems Inc. | Patent Protection

We represent VRB Power in connection with the filing of more than 50 patent applications. Headquartered in Vancouver, Canada, VRB Power is an energy storage technology developer that markets, sells and manufactures products utilizing the patented VRB Energy Storage System (VRB-ESS™).



### Xerox Corporation | IP Litigation

We successfully represented Xerox in patent infringement and unfair competition lawsuits against businesses manufacturing and distributing solid ink sticks for use in Xerox color printers.



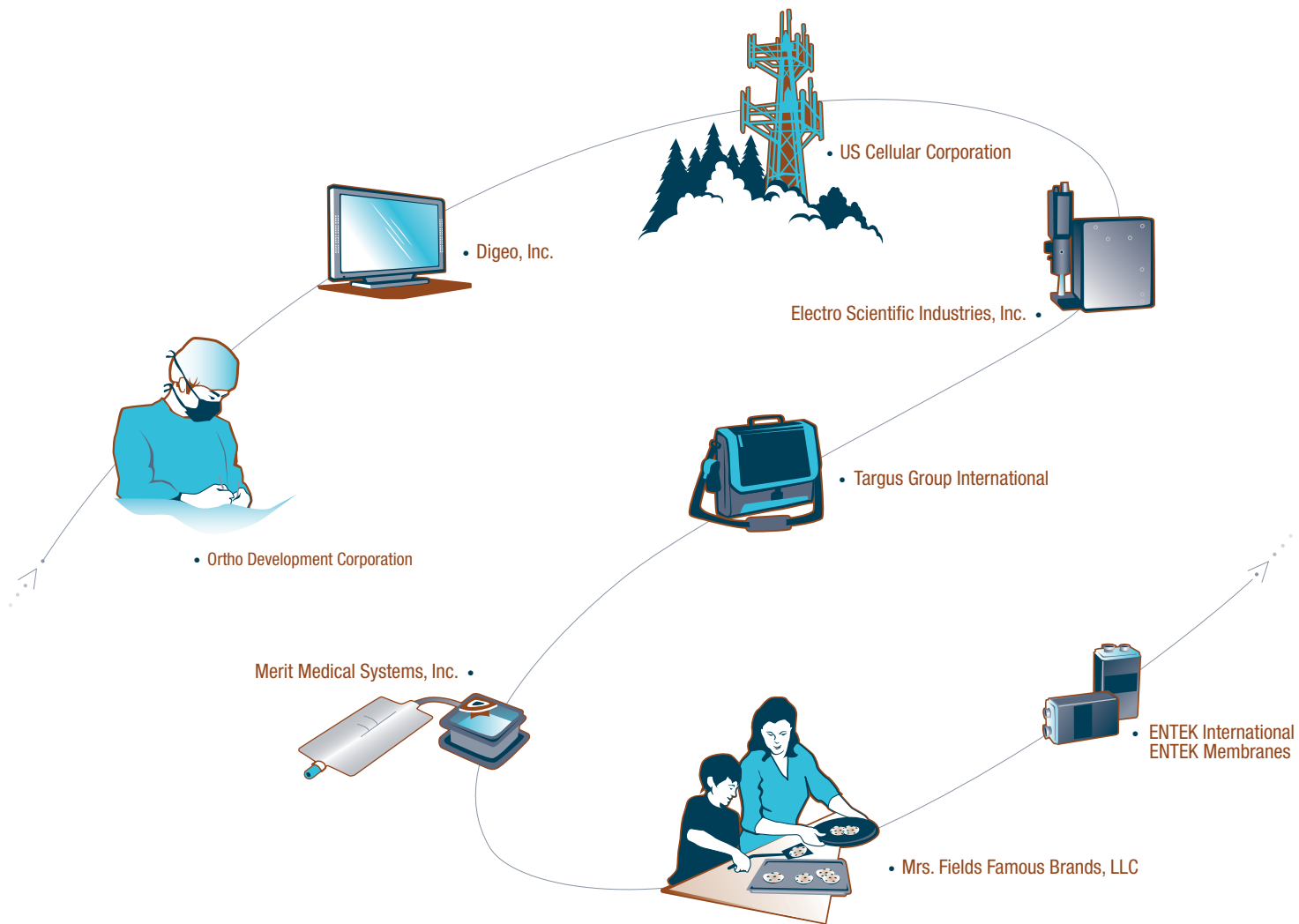
### Datalogic Scanning, Inc. | IP Portfolio

We manage the patent and trademark portfolios for Datalogic, a leader in retail automation and automated data capture.



### NPS Pharmaceuticals, Inc. | Patent Protection

We are assisting New Jersey based NPS in obtaining patent rights for drugs targeting the skeletal, endocrinological, gastrointestinal and central nervous systems.



**Ortho Development Corporation | Patent Protection**

We assist Utah based Ortho Development Corporation in connection with patent matters including opinion preparation, product clearance, and prosecution. In addition, we have assisted Ortho in licensing transactions and trademark prosecution. Ortho develops, manufactures and sells orthopedic implant devices and related surgical instrumentation and materials, specifically focusing in the areas of hip and knee joint reconstruction and spinal fixation.



**Digeo, Inc. | Patent Protection**

We helped obtain over 70 U.S. patents for Digeo, a leader in home entertainment technologies headquartered in Kirkland, Washington.



**U.S. Cellular Corporation | IP Litigation**

We defended U.S. Cellular in a trademark infringement lawsuit brought by Edge Wireless, LLC. The trial resulted in a judgment recognizing U.S. Cellular's right to continue use of the "easysedge" trade name for its suite of data services.



**Electro Scientific Industries, Inc. | IP Portfolio**

Oregon based ESI designs and manufactures sophisticated production equipment used in the manufacture and repair of microelectronic devices. Since 1985, we have obtained nearly 80 U.S. patents for ESI. We have also handled a variety of IP litigation for ESI, including trade secret and patent-related litigation.



**Targus Group International | Trademark**

To support California based Targus's new corporate identity program, we managed the registration of trademarks for the company in over 75 countries, secured design patent rights in the U.S. for its packaging style and industrial design protection in the European Union.



**Merit Medical Systems, Inc. | IP Portfolio**

We provide Utah based Merit Medical with intellectual property services including patent procurement, business IP and litigation strategy. Merit Medical is a leading manufacturer of medical devices used in diagnostic and interventional cardiology and radiology procedures.



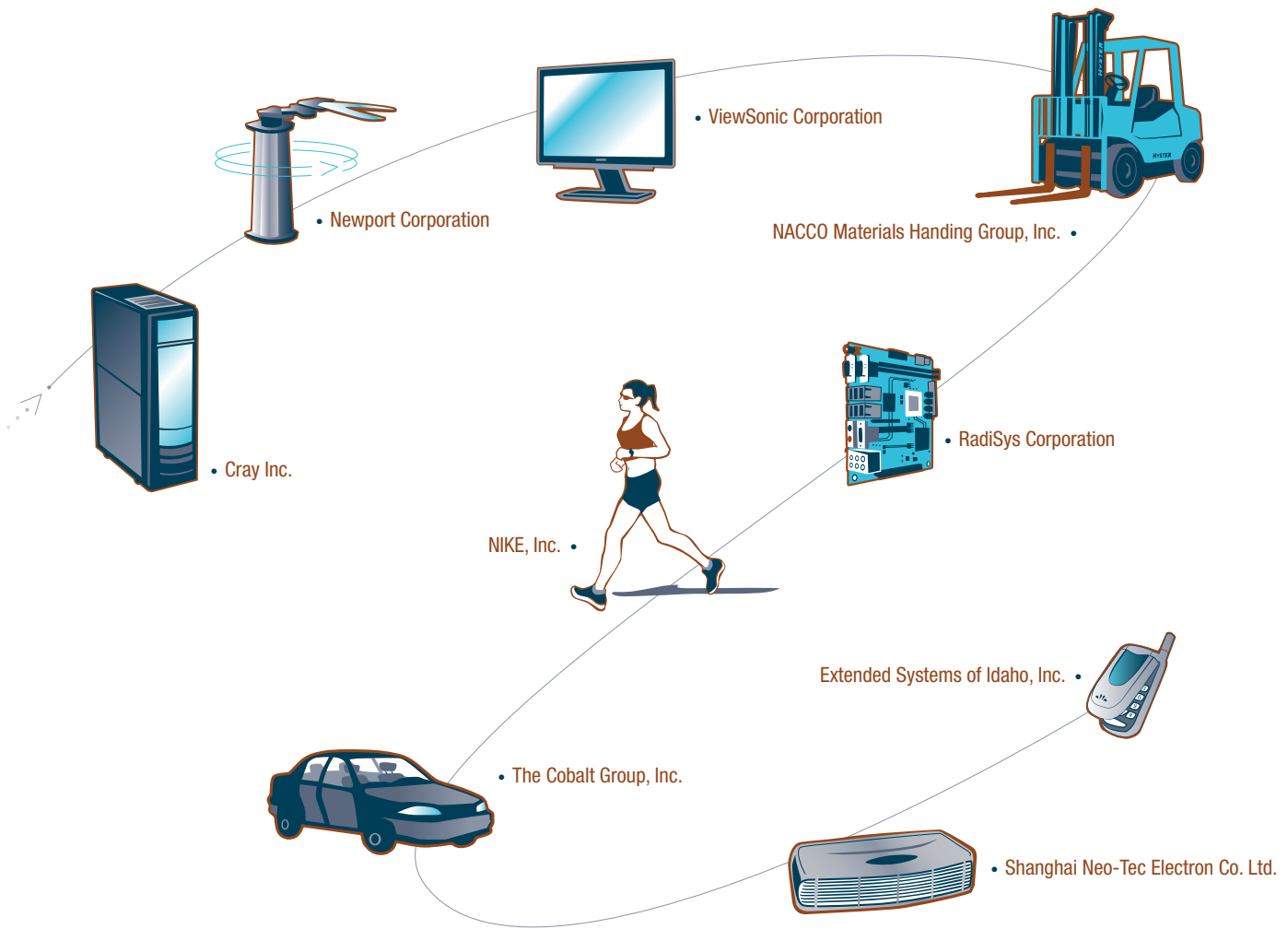
**Mrs. Fields Famous Brands, LLC | Trademark**

We manage the world-wide trademark portfolio of Utah based Mrs. Fields and its subsidiaries, including Mrs. Fields Original Cookies, Great American Cookies, PretzelTime, Pretzelmaker, Hot Sam and TCBY Enterprises.



**ENTEK International ENTEK Membranes | Patent Protection**

We have secured patent protection for and handled IP litigation relating to Oregon based ENTEK's microporous polymer membranes used in energy storage devices. ENTEK produces a world-class line of battery separator material (used in lead-acid batteries and in lithium batteries).



**Cray Inc. | IP Portfolio**

We represent Cray Inc., a global leader in supercomputing with its headquarters in Seattle, Washington, in a wide range of intellectual property matters, including complex licensing of patents and technology applicable to supercomputers.



**Newport Corporation | Patent Protection**

We obtained a series of patents covering California based Newport's edge grip end effector and front-opening unified pod (FOUP) technologies in the field of semiconductor wafer handling. These two patent portfolios are now owned by Brooks Automation, Inc.



**ViewSonic Corporation | Licensing**

We represent California based ViewSonic, a world-wide leader in visual display products, in a range of intellectual property matters, including patent infringement litigation and licensing.



**NACCO Materials Handling Group, Inc. | Trademark**

We manage the Group's world-wide trademark portfolio for the Hyster and Yale brands of lift trucks and other material-handling equipment.



**RadiSys Corporation | IP Portfolio**

We represent Oregon based RadiSys, a leading manufacturer of motherboards, in patent, trademark, licensing and IP litigation matters.



**NIKE, Inc. | Licensing**

We represented NIKE, the world's leading supplier of athletic footwear and apparel, in a number of licensing and strategic transactions involving a variety of products.



**The Cobalt Group, Inc. | IP Portfolio**

Since its inception, we have served as primary outside intellectual property counsel for Seattle based Cobalt, a marketing services firm focused on helping car dealers and manufacturers. Among other things, we handle patent, trademark, licensing, e-commerce and IP litigation for the company.



**Shanghai Neo-Tec Electron Co. Ltd. | IP Litigation**

We defended Shanghai Neo-Tec an overseas manufacturer and U.S. reseller of ionic air purifiers against charges of patent infringement by Sharper Image. In related cases involving multiple patents, products, defendants and venues, we obtained summary judgment of non-infringement and invalidity.



**Extended Systems of Idaho, Inc. | Copyright**

We represented Idaho based Extended Systems (now owned by Sybase) in a variety of intellectual property matters, including the favorable settlement of a copyright related lawsuit.

# 25 YEARS OF REPRESENTING INNOVATORS

For a quarter century, trailblazing businesses have sought advice from the attorneys in Stoel Rives' Technology & Intellectual Property group. As a result, we have broad experience in a number of industries including the following:

## Biotechnology/Pharmaceuticals

Avigen, Inc., Egalet, Myriad Genetics, Inc.,  
NPS Pharmaceuticals, Inc.

## Dietary Supplement Industry

Melaleuca, Inc., Nature's Sunshine Products,  
Inc., Schiff Nutrition International, Inc.,  
XanGo, LLC

## Display/Imaging Technology

InFocus Corporation, Flight Dynamics, Inc.,  
Motif, Inc., Planar Systems, Inc., Tektronix,  
Inc., ViewSonic Corporation

## Medical Devices

ALPKEM Corporation, Merit Medical Systems,  
Inc., Oregon Health & Science University,  
Ortho Development Corporation, Specialized  
Health Products International, Inc.

## Optical Technology

Datalogic Scanning, Inc., Electro Scientific  
Industries, Ledalite Architectural Products,  
Newport Corporation

## Sporting Goods and Apparel

Columbia Sportswear Company, Leupold &  
Stevens, Inc., Michaels of Oregon, Co., Razor  
USA LLC

Stoel Rives LLP

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