

SLW Academy

Piers Blewett (Schwegman Lundberg & Woessner)



SLW ACADEMY

Schwegman Lundberg & Woessner



Attorney Team

Piers Blewett

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Areas of Practice:

- Clean Technologies
- Electrical & Computers
- Mechanical & Electromechanical
- Medical Devices
- · Software & E-Commerce

IP Services:

- · Acquisition Due Diligence
- · Foreign Rights
- · Freedom To Operate
- Licensing
- Patent Analytics
- · Patent Prosecution
- Portfolio Management & Analysis



Piers is a patent attorney and principal at Schwegman Lundberg & Woessner. He is a Global Patent Fellow (admitted 2015) at the Federal Circuit Bar Association, and is a former Chief Patent Counsel, Vice President, and International General Counsel at Kimberty Clark Corporation. Piers is passionate about scoping, building, and managing patent portfolios efficiently. He believes that patent portfolios should be strategic assets that provide strong ROI and align with a solid business strategy. Having worked in-house and in private practice for several multinationals and prominent companies, Piers brings a practical "can do" attitude to portfolio strategy and growth. Piers has strong litigation, freedom to operate, and design-around experience.

Piers' practice includes strategic IP counseling, patent prosecution (US and foreign), patent validity, infringement analysis and opinions, risk assessment, global patent litigation, and IP due diligence work. Yiew Piers's full profile here.



SLW Academy Manifesto

Background

- The broad goal of the Academy is to increase representation of diverse candidates in the field of intellectual property law. More specifically, we seek to facilitate access to information underlying consideration of a career in IP law and offer practical skills and opportunities to succeed in launching an IP career.
- To that end, we propose to provide Academy content for current law students (particularly in IP), STEM engineers and students, and high schoolers.



SLW Academy Manifesto (cont'd)

Certification

- Students completing the Academy courses will receive a "certificate of completion" bearing both SLW and partner organization insignia. Students may use their certificates to demonstrate an active interest in IP and to make a distinctive, relevant resume note in support of an IP career opportunity, or financial support.
- The Academy also intends to introduce applicants to sponsors and foundations (allies) broadly supporting DEI efforts in IP, and more particularly supporting the Academy and the certification program. We would encourage allies to consider Academy "certification" as a factor, at least, when considering applicants for support.



SLW Academy Manifesto (cont'd)

Academy Scope

- 10-12 episodes (10-15 mins each approx.) on main IP topics (practical skills)
- Career guidance, and identification of employment and support opportunities.
- Insights to other IP work, e.g. paralegal, case management.

Client Partnership with DEI Goals

We will include "Career Context" modules to highlight applied IP, and showcase successful career paths in overcoming hurdles. We select clients to engage and present on their unique backgrounds and careers to illuminate different pathways into the profession.



SLW Academy Manifesto (cont'd)

Outreach to Supporters and Allies

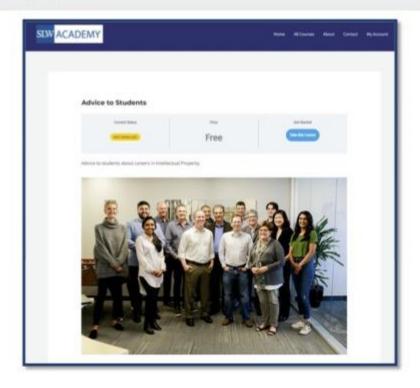
We propose to seek input and establish Academy and program support from entities such as:

- Law schools (e.g. Santa Clara, Emory, Harvard, Mitchell Hamline, etc.)
- Foundation for Advancement of Diversity in IP Law (FADIPL)
- HBCU universities
- Relevant ABA/AIPLA committees
- Identity-based STEM groups
- CLE accreditation.
- Identify the first cohort of law student participants.



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SLW Academy Certificate of Completion





SLW Academy Instruction Cards







Thank you for your interest.

Questions?

