



SLW Academy

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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 Kimberly 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. [View 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.

SLW ACADEMY

Home All Courses About Contact My Account

Learn from Industry Experts for FREE!

Our instructors and advisors are experts who are practicing in the field of Intellectual Property. Every course is delivered with engaging videos, practical tips, and valuable insights so that you quickly get to the most important concepts and best practices. And best of all, all courses are FREE! All you need to do is register.

[View All Courses](#)

Engaging Instructors

Our instructors are experts working full-time in Intellectual Property law. Their presentations include real-life insights and examples, and they share their enthusiasm about their work.

Interesting Quizzes

The quizzes help you master the key concepts and principles of each course. Upon passing all the quizzes in the SLW Academy, you are eligible for a Certificate of Completion.

Practical Career Advice

Take your career to the next step by using the IP Explorations area of the SLW Academy. Learn how to find job opportunities, represent at your workplace, and how to best address common workplace issues.

The screenshot displays the 'All Courses' page on the SLW Academy website. The page has a dark blue header with the 'SLW ACADEMY' logo on the left and navigation links for 'Home', 'All Courses', 'About', 'Contact', and 'My Account' on the right. The main heading is 'All Courses'. Below the heading is a paragraph: 'Our courses provide the foundation in intellectual property law for the United States. Upon completion of the curriculum in the Academy, students can apply for a Certificate of Completion.' The page features a list of course categories, each in a light gray box with a blue border: 'SLW Academy IP Certification Course', 'Employment Practices', 'General Law SLW', 'General Intellectual Property', 'Workplace Practices - Tips for Success', and 'Advice for Students'.

SLW ACADEMY

Home All Courses About Contact My Account

All Courses

Our courses provide the foundation in intellectual property law for the United States. Upon completion of the curriculum in the Academy, students can apply for a Certificate of Completion.

- SLW Academy IP Certification Course
- Employment Practices
- General Law SLW
- General Intellectual Property
- Workplace Practices - Tips for Success
- Advice for Students

The screenshot shows the SLW Academy website interface. At the top, there is a dark blue navigation bar with the 'SLW ACADEMY' logo on the left and links for 'Home', 'All Courses', 'About', 'Contact', and 'My Account' on the right. The main content area is white and features a section titled 'Patent Primer'. Below the title is a light blue bar with the text 'SLW Academy IP Certification Course - Patent Primer' and a 'View Course' button. The text below describes the course as a foundation for US patent law, provided by patent attorney and SLW Principal Suneel Arora. It lists four key questions the course covers: why you want a patent, how to get one, the parts of a patent, and how to search for patents. A 'Knowledge Check' link is provided for completion. A video thumbnail for 'Intellectual Property Patent Primer with Suneel Arora' is shown, with instructions on how to watch the video, including a note about a pop-up presentation during the video.

Patent Primer


SLW Academy IP Certification Course - Patent Primer [View Course](#)

Patent attorney and SLW Principal Suneel Arora provides a foundation of United States of America patent law. This will provide the foundation for all the other coursework in the SLW Academy.

This course provides an overview of patents and answers the following questions:

- Why do you want a patent, what does it give you?
- How do you get a patent, and what are the standards?
- What are the parts of a patent, how do patent claims work?
- How do you search for patents?

Once you complete the video lecture, click on the link below to take the **Knowledge Check** quiz.

 **Intellectual Property Patent Primer with Suneel Arora**

To get started, watch the video below.

During the transition video there will come a point when you are asked to pause the presentation in order to view the video example featuring Suneel Arora of Apple. At that point, watch the second video, and when finished, continue to watch the video from the lesson.

The screenshot displays the SLW Academy website interface. At the top left is the logo for SLW ACADEMY. To the right of the logo is a navigation menu with links for Home, All Courses, About, Contact, and My Account. The main content area features a section titled "Advice to Students". Below this title are three cards: the first card is labeled "Course Status" and contains a yellow button that says "Get Certificate"; the second card is labeled "Price" and contains the word "Free"; the third card is labeled "Get Started" and contains a blue button that says "View My Course". Below these cards is a sub-heading: "Advice to students about careers in Intellectual Property". Underneath this sub-heading is a large group photograph of approximately 15 people, likely the course instructors, standing in an office setting.

SLW Academy Certificate of Completion



SLW Academy Instruction Cards



SLW Academy Instructions

- Visit SLW Academy homepage.
- Click on "My Account" tab.
- Click "Log-In" button and then "Register" on the right-hand of the pop-up.
- Fill in registration information and begin your desired courses!

<https://www.slwacademy.com>

Thank you for your interest.

Questions?