

# Atlanta IP Inn of Court

Program Materials for

## Green Sheen

*The FTC Perspective on Greenwashing and Other False  
or Deceptive Marketing Practices*

Presented on March 14, 2012

Special Thanks to Our Host



### **Program Summary:**

This program involved a skit where a company discusses a "green" product and their marketing of the product. The product, the "GreenChair" is a lawnchair from which the user does not have to leave in order to go to the bathroom. The waste can then be discarded in a capsule and used as fertilizer. The company later finds out that the chair and capsule are not very environmentally friendly and will in fact be sued by the FTC regarding their marketing.

The skits include a meeting about the details of the chair where an advertisement (acted out) is played. There is then a later scene where the company has been sued by the FTC and an engineer explains that the chair is really quite hazardous to the environment. Attached is a powerpoint presentation used during the skits and discussion with comments that represent the script of the skits and the advertisement.

After the skits a guest speaker from the Atlanta FTC office came to talk about the Green Guides and what can and cannot be said about green technology. He specifically discussed problems the company discussed in the skit faced. The presentation was followed by a Q&A Session.

### **Setup:**

The Program does not require much to set up. A table and chairs where the attorneys and company representatives can meet. A space for the actors to act out the commercial. It would have been better to actually video tape the commercial beforehand, but acting it out worked well if there is no time to record something for playback at the meeting.

It is helpful to get someone from the FTC or an attorney very knowledgeable of the Green Guides and FTC to come and discuss the program. The PowerPoint presented by the FTC is included here.

Video of the skit can also be given upon request to  
For additional information, please contact Chad Pannell at [cpannell@kilpatricktownsend.com](mailto:cpannell@kilpatricktownsend.com)



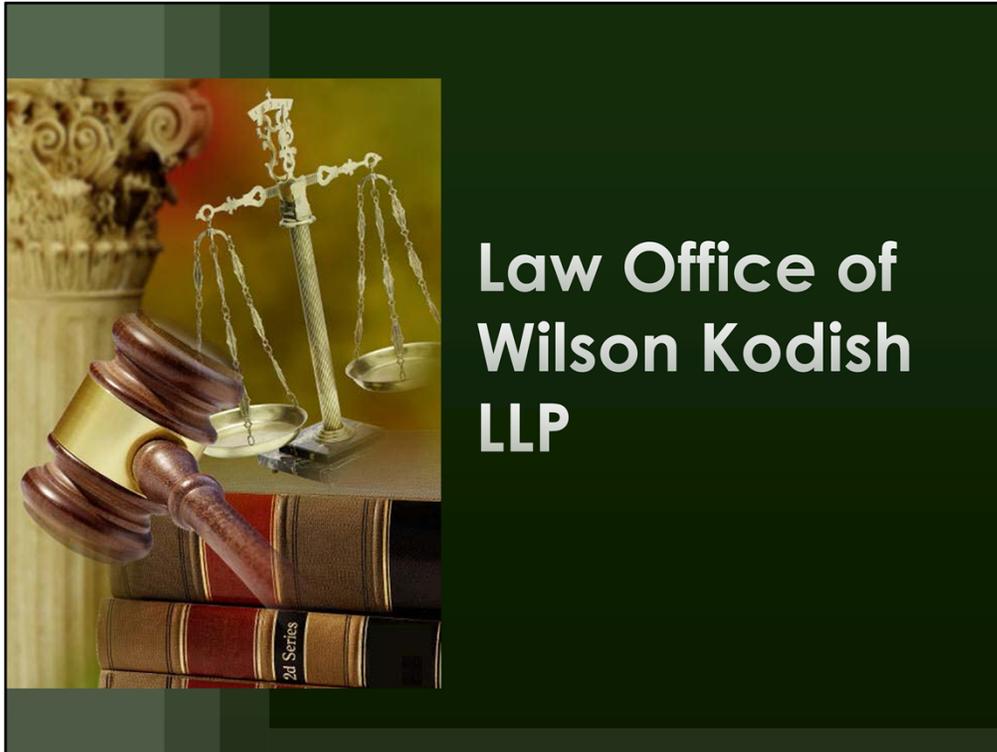
**Green Sheen** - The  
Federal Trade  
Commission's  
Perspective on  
Greenwashing and  
other False or  
Deceptive Marketing  
Practices

Atlanta Inn of Court  
**Group V**  
March 14, 2012

*With special guest presenter:*

**Chris Couillou, Federal Trade  
Commission**

CYNTHIA Introduces program and sets up ACT ONE



## **ACT ONE – LAW OFFICE**

**Two lawyers [ANGELA] and [THAD] meet with an established firm client called GOODCO Industries. GOODCO is a consumer products company whose mission is to “do good in the world, profitably.”**

**GOODCO wants advice regarding a new product launch, so two representatives, [ROGERS – THE VP] and [RHONDA – MARKETING DIRECTOR] visit its IP attorneys.**

[ROGERS]: *“As you know Angela, GOODCO has formed a new division, and I’ve been named Executive VP of Marketing. The new division is called GOODFUN, and its purpose is leveraging the national interest in ‘green’ tech with new recreational products that appeal to consumers who want to have a positive impact on the environment.”*

*“Rhonda, our Marketing Director, has created an ad campaign, packaging designs and point of sale materials for our first product – the GREENCHAIR. We want you to review everything and make sure that we are clear and covered from an IP perspective.”*

[ANGELA]: *“Rogers, tell us more about the product.”*

[ROGERS]: *“The best way to tell you is to show you. Rhonda, why don’t you show Angela and Thad the commercial you created to launch our product.”*

**(GO TO next slide showing commercial clapperboard)**

**begin – GREENCHAIR  
commercial**



**(CUE VOICEOVER)**

***ACT TWO - COMMERCIAL***



[VOICEOVER - RYAN]: *“After a long hard winter, it’s time for the joys of summer...picnics, fireworks, festivals, and outdoor concerts. But, would you rather spend your time:*

*HERE...”*

**(WAIT FOR next slide)**



*“or HERE”*

**(WAIT FOR next slide)**



**(MOVE PAST THIS SLIDE QUICKLY!!!)**



[VOICEOVER - RYAN]:       *“Introducing GREENCHAIR, the revolutionary new lawn chair that keeps you in your seat all day! Enjoy that outdoor jazz fest, and don’t miss a thing.”*

**(RICH AND JACOB ENTER STAGE AND SET UP THEIR CHAIRS)**

[JACOB]:       *“Don’t you have to go?”*

[RICH]:        *“Buddy, I’ve already gone...” (smiling)*

[VOICEOVER]:        *“I know what you’re thinking...HOW DOES IT WORK? A secret compartment holds a highly absorbent material that forms a pleasant smelling entirely self-contained ENVIROCAPSULE on contact with liquids. “*



**envirocapsule -  
REVOLUTIONARY  
NEW  
“SUPER GROW”  
FORMULA!!**



**plant a tree on top**

[VOICEOVER]: “WAIT, there’s more... the ENVIROCAPSULE is instantly transformed into a high quality plant fertilizer.”

“Simply drop the ENVIROCAPSULE in a hole and plant a tree on top.”

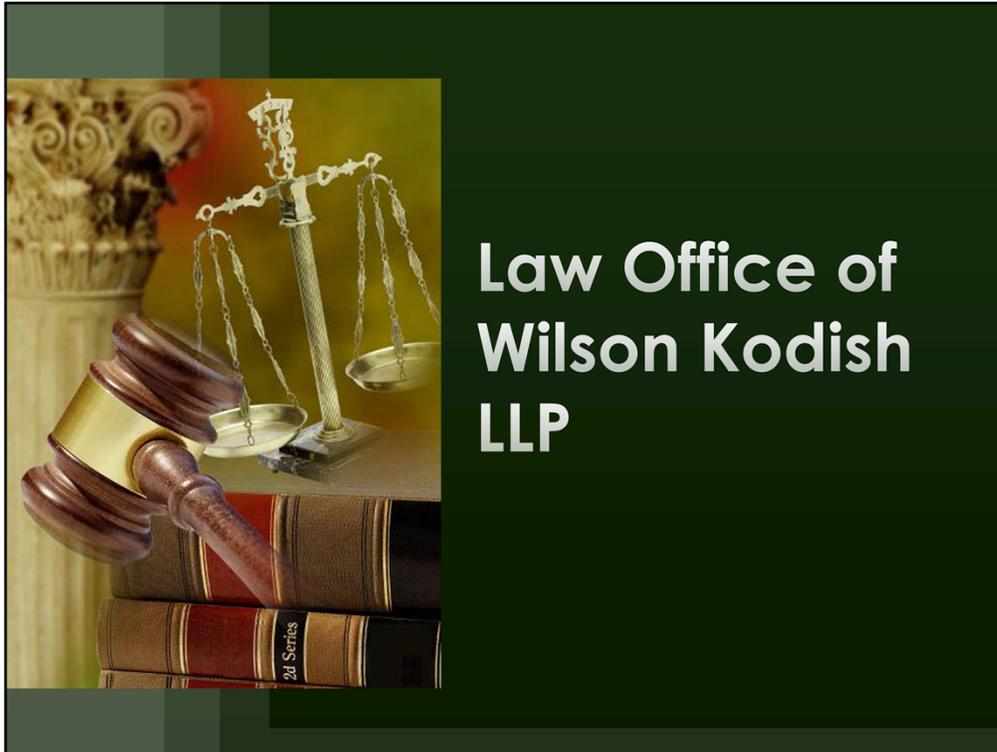


[VOICEOVER - RYAN]:  
*GREENCHAIR!!*

*“THAT’S RIGHT – keep your seat and save the Earth!!!!*

**end – GREENCHAIR  
commercial**





## Law Office of Wilson Kodish LLP

### **ACT THREE – LAW OFFICE**

**Attorneys have just seen the commercial, and are nodding approvingly, praising the commercial.**

[RHONDA]: *“Thanks Angela, thanks Thad – I put a lot of work into that commercial and the campaign. We selected the mark GREENCHAIR to appeal to the demographic that has money to burn, but wants to feel good about themselves as they spend it. We’ll tailor each ad with slogans that help them offset their consumerism with their altruism. For example, the slogan SIT BACK, RELAX, AND SAVE THE EARTH allows concert-goers to enjoy the show while feeling green. CONSERVE WHILE YOU CONSUME helps shoppers feel good waiting on line for the iPad 3. We will mark all packaging for the chair with product identity statements to let consumers know that GREENCHAIR is ‘environmentally friendly’ and ‘compostable.’”*

[ROGERS]: *“As you can see, we have a real winner here. We will launch in 2 months, so we need you to work quickly so that we can make any changes needed to avoid infringement and to protect our marks.”*

[ANGELA]: *“We’ll get started right away. [ASSOCIATE] is experienced with these clearance projects, so he/she will explain the plan of action for reviewing the ads and clearing the marks for use in the US.”*

[THAD]: *“We’ll use the usual search services (CTCOrsearch, CSC, SAEGIS...) to search for conflicting third party marks. For marks that are clear, we’ll develop and implement a plan for filing applications for marks that are sufficiently distinctive, and marking the ad materials with TM or ® as appropriate.”*

*“Right off the bat, I see that we need to clear the following marks and slogans:*

*GREENCHAIR – arguably suggestive, but it’s a compound mark, so there should be no disclaimer*

*ENVIROCAPSULE*

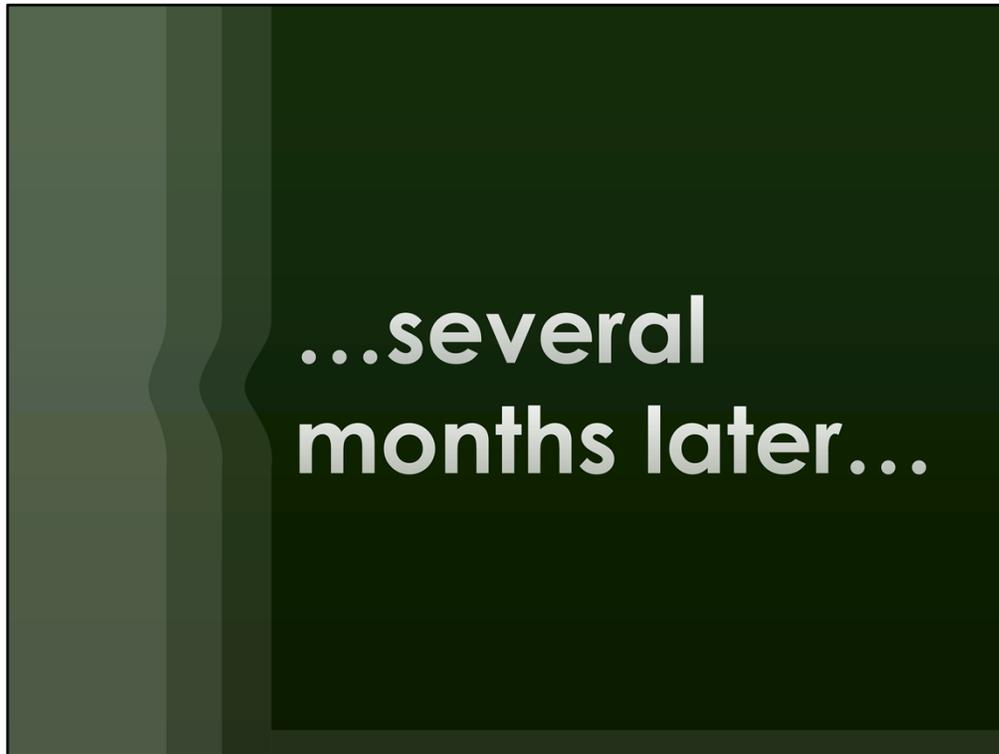
*SIT BACK, RELAX, AND SAVE THE EARTH*

*CONSUME WHILE YOU CONSERVE*

*KEEP YOUR SEAT AND SAVE THE EARTH*

*We’ll search in class 28 and all related classes – perhaps also in class 35 since this marketing campaign also promotes conservation.”*

**(PAUSE)**

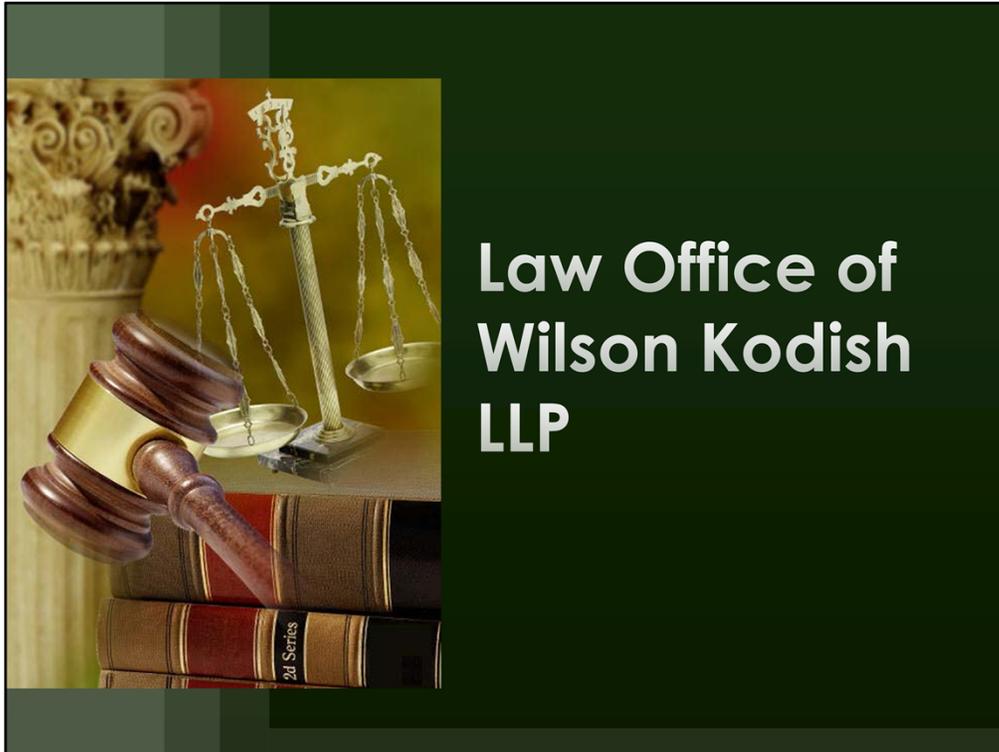


***(CYNTHIA SETS UP ACT FOUR, RHONDA LEAVES and RUSSELL JOINS THE GROUP)***

**Angela and Thad have given the green light to use and/or registration of all of the marks in the GREENCHAIR commercial.**

**The marketing campaign is launched, with television, internet and retail advertisements nationwide. 10,000 GREENCHAIRs are manufactured and shipped to retailers with point-of-sale banners and shelf-talkers. Each GREENCHAIR is shrinkwrapped with film that displays all of the marks, along with other copy extolling the virtues of the product.**

**GOODCO's VP [Rogers] and [Russell – GOODCO's engineer] return to the law firm *several months later*.**



**ACT FOUR – LAW OFFICE**

[ROGERS]:        “GOODCO has been sued by the FTC!!!”

[ANGELA]:        “Yes, we know.”

**(PAUSE for next slide - \$)**



[ANGELA]: *“The complaint alleges that GOODCO has violated Section 5 of the Federal Trade Commission Act by making false and unsubstantiated claims. Specifically, the FTC states that GOODCO has made unqualified general claims of environmental benefit by naming the product GREENCHAIR, and that its slogans constitute unsubstantiated and exaggerated claims.*”

[ROGERS]: *“But I don’t understand – the GREENCHAIR does produce a byproduct that helps grow trees, so it does benefit the environment!”*

[THAD]: *“What about the rest of the chair?”*



**GREENCHAIR**



**envirocapsule**

[RUSSELL]: *“WELL, the chair itself is made entirely of virgin non-biodegradable and non-recyclable materials. The plastics used include pigments and additives that would be toxic to plants and animals if ingested directly, or via groundwater.*

*Also, the substance in the ENVIROCAPSULE is a great fertilizer, but GOODCO performs no testing to ensure that the ENVIROCAPSULE actually breaks down so that a plant can access the fertilizer.”*

[THAD]: *“So Rogers, does GOODCO have litigation insurance?”*

**the end**

*Introducing:*

**Chris Couillou, Esq.**  
*Acting Assistant Regional  
Director*

**Federal Trade Commission**  
(Southeast Region)  
225 Peachtree St. NE  
Suite 1500  
Atlanta, GA 30303

LUKE wraps up skit and introduces CHRIS COUILLOU

Atlanta IP Inn of Court  
Pupilage Group V – March 14, 2012

**GREEN SHEEN – THE FEDERAL TRADE COMMISSION'S PERSPECTIVE ON GREENWASHING AND OTHER FALSE OR DECEPTIVE MARKETING PRACTICES**

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**green-wash-ing**

: expressions of environmentalist concerns especially as a cover for products, policies, or activities

*Merriam-Webster Online*

Greenwashing (a compound word modeled on "whitewash"), or "green sheen", is a form of spin in which green PR or green marketing is deceptively used to promote the perception that a company's policies or products are environmentally friendly.

*Wikipedia*

**RESOURCES**

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***Complying with the Environmental Marketing Guides***

<http://business.ftc.gov/documents/bus42-complying-environmental-marketing-guides>

May 2000

***Proposed Revisions to the Green Guides***

<http://www.ftc.gov/os/fedreg/2010/october/101006greenguidesfrn.pdf>

October 2010

***Summary of Proposal***

<http://www.ftc.gov/os/2010/10/101006greenguidesproposal.pdf>

October 2010

**SELECTED "GREEN" MARKS REGISTERED YESTERDAY...**

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**Word Mark** PUPPY PAINT NATURAL AS MUD NON-TOXIC • ODORLESS • ECO-FRIENDLY

**Goods and Services** G & S: Nail polish; Nail polish removers.

**Registration No.** 4111254



**Word Mark** GREEN CREMATIONS BY ANDERSON-MCQUEEN AN EARTH FRIENDLY ALTERNATIVE

**Goods and Services** G & S: Cremation services.

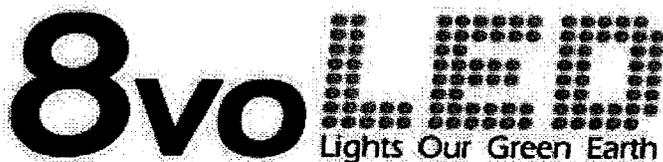
**Registration Number** 4111330

## ECODUST

**Goods and Services** G & S: chemical preparations for stabilizing soil and dust for use in construction, repair and maintenance of roads, highways and other traffic ways and surfaces; hydrocarbon-based chemical preparations and emulsifiers for stabilizing soil and dust for use in construction, repair and maintenance of roads, highways and other traffic ways and surfaces.

G & S: Non-metallic bituminous materials, namely, asphalt sealants, bitumen asphalt for making and coating roads as well as other traffic ways and surfaces; bitumen and asphalt emulsion, bitumen emulsion, aggregates compound, absorbing bitumen membrane interlayer and coated composite binders intended for the construction, maintenance, stabilization, repair and renovation of roads, runways, paths and other similar running and traffic roads and surfaces.

**Registration Number** 4112521



**Word Mark** 8VO LED LIGHTS OUR GREEN EARTH

**Goods and Services** G & S: Computer controllers for operating lighting apparatus; computer software for controlling lighting apparatus; electrical ballast for lighting; rectifiers; light emitting diodes (LEDs); laser diodes; zener diodes.  
G & S: Electric lamps; lighting fixtures; LED (light emitting diode) lighting fixtures.

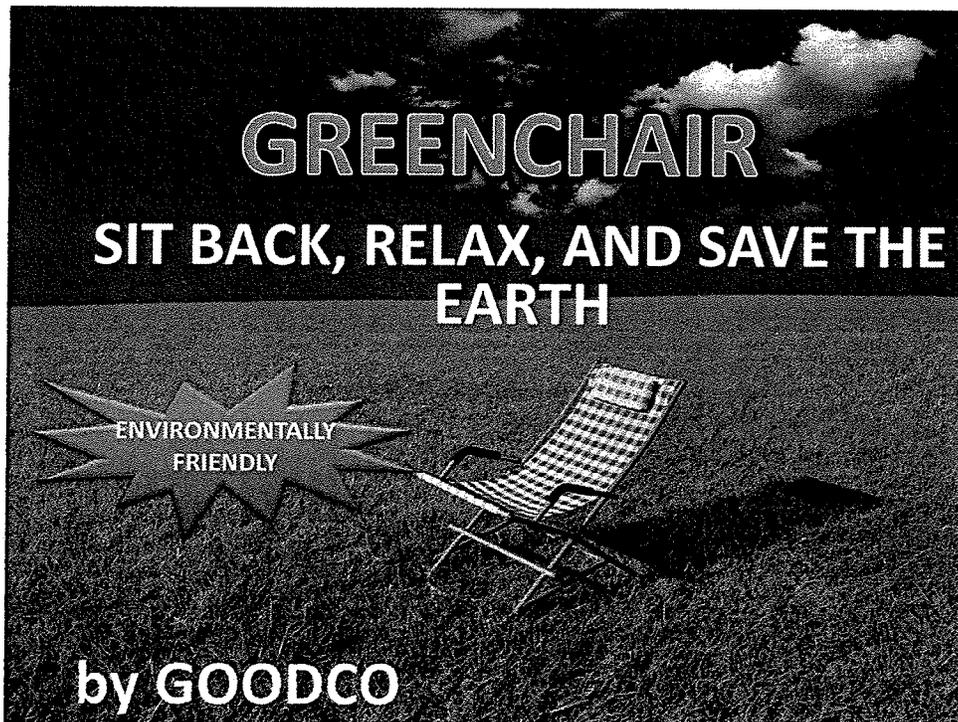
**Registration Number** 4112805



**envirocapsule -  
REVOLUTIONARY  
NEW  
"SUPER GROW"  
FORMULA!!**

compostable  
!!!

**plant a tree on top**



**GREENCHAIR**

**SIT BACK, RELAX, AND SAVE THE  
EARTH**

ENVIRONMENTALLY  
FRIENDLY

**by GOODCO**

# AVOIDING MISLEADING ENVIRONMENTAL CLAIMS



**Chris M. Couillou**  
**Federal Trade Commission**

The views expressed here are my own and do not necessarily represent the views of the FTC or any Commissioner.

## FEDERAL TRADE COMMISSION

- **The FTC is a civil law enforcement agency**
- **The FTC has two primary missions:**
  - **Consumer Protection**
  - **Competition**
    - **Prevention of unfair trade practices (antitrust enforcement)**

## FTC's Consumer Protection Mission

- **The FTC enforces over 40 consumer protection laws and over 30 trade regulations**
- **FTC's primary statute declares unlawful "unfair or deceptive acts or practice in or affecting commerce." *Section 5 of the FTC Act, 15 U.S.C. § 45(a).***

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## Deception and Unfairness

- **"Deceptive" acts or practices**
  - **Material omission or misrepresentation**
  - **Likely to mislead consumers**
  - **Who are acting reasonably under the circumstances**
- **"Unfair" acts or practices**
  - **Causes or likely to cause substantial injury**
  - **Not reasonably avoidable by consumers**
  - **Not outweighed by benefits to competition or consumer**

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## Enforcement Tools

- **Litigation**
  - **District Court**
    - Injunctive relief
    - Monetary equitable relief
    - Civil penalties for violation of regulations
  - **Administrative**
    - **FTC order** - Violation of which subjects the violator to possible civil penalties and other relief
- **Promulgation of trade regulation rules**
- **Industry guides, consumer education and outreach**

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## Industry Guides

- **Industry Guides are administrative interpretations of law.**
- **They provide guidance for voluntary compliance with legal requirements.**
- **One example is the “Guides for the Use of Environmental Marketing” (“Green Guides”), 16 C.F.R. § 260.**

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## Green Guide Principles

- **Consumer perception controls.**
- **Be specific.**
- **Don't overstate attributes.**
- **Use clear and prominent qualifications.**

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## Environmental Claims

- **What environmental claims are the producers of GreenChair making?**
  - **What is expressly stated?**
  - **What implied claims would consumers acting reasonably draw from the promotional claims?**

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## Environmental Claims Being Made for GreenChair

- **Trademarks - “GreenChair” and “Envirocapsule”**
- **Ad Slogans - “Save the Earth” and “Consume While You Conserve”**
- **Package labeling- “Environmentally Friendly” and “Compostable”**

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## General Environmental Claims

- **Current guides state that marketers can make unqualified general claims if they can substantiate all express and implied claims. Otherwise the claims should be qualified.**
- **Proposed revision is that marketers should not make unqualified general claims.**

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## Harris Interactive Study

- **Meaning of “Green”**
  - **52% - Product had specific green attributes**
    - **Made with recycled materials – 61%**
    - **Recyclable – 59%**
    - **Made with renewable materials – 54%**
    - **Biodegradable – 53%**
  - **27% - NO negative environmental impact**

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## GreenChair - Relevant Facts

- **Virgin material**
- **Non-biodegradable materials**
- **Non-recyclable materials**
- **Plastic used includes pigments and additives that are toxic if ingested directly or via groundwater**
- **Envirocapsule is a highly nutritive fertilizer, but no testing was done**

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## Compostable

- **This claim is made on the packaging without qualification**
- **What issues does this raise?**
  - **What is compostable?**
  - **What type of composting is being claimed: home or institutional?**

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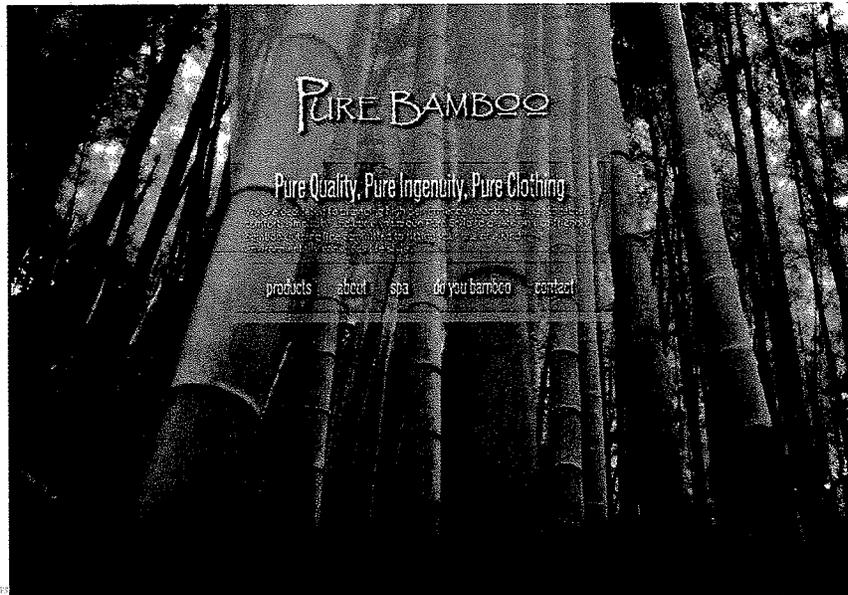
## Green Guides re “Compostable”

- ***Current* - “All materials in product/package will break down into, or otherwise become a part of, usable compost . . . in a safe and timely manner. . . .”**
- ***Proposed Revision*– clarifies the time period for an unqualified claim to be the same time as the materials with which it is composted.**

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Court

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## Example of Enforcement Action

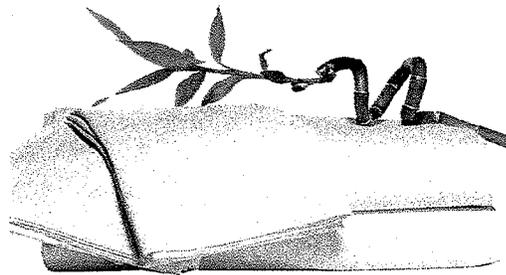


[Products](#) [About](#) [Spa](#) [Do you Bamboo](#) [Contact](#) [Terms of Use/Policies](#)

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## “Bamboo Fiber” Textiles

- **Actually rayon**
- **Doesn't retain the natural attributes of the bamboo plant (such as anti-microbial properties)**



Credit: poorandpretty.com

# Questions?

Chris Couillou at  
404-656-1353 or [ccouillou@ftc.gov](mailto:ccouillou@ftc.gov)



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## Cynthia Parks

» Member

### PRACTICE AREAS

Cynthia is a co-founder of the firm and a member of the State Bar of Georgia. The heart of her practice involves counseling sophisticated clients that own substantial intellectual property portfolios. Cynthia's primary focus is trademark law – including global portfolio management, litigation, oppositions, cancellations, prosecution, selection and clearance. In addition, a significant portion of Cynthia's practice is directed to patent counseling, licensing, dispute resolution, and prosecution. Her clients include multinational corporations that are pacesetters in high stakes industries, including telecommunications, food and beverages, energy, consumer goods, restaurant services, packaging, and banking. Cynthia is a registered member of the patent bar, and regularly prosecutes trademark and patent applications in the United States Patent and Trademark Office. Cynthia has secured U.S. and foreign patent protection in the electrical and mechanical arts.

#### Contact Cynthia Parks:

- » (678) 365-4455 direct
- » [Email Cynthia Parks](#)

### PRACTICE SUMMARY

Before co-founding the firm, Cynthia was an in-house attorney for Cingular Wireless (now AT&T), where she helped to continue the development of that company's intellectual property portfolio by prosecuting patent applications and licensing technology related to wireless hardware, software, and networks.

Prior to joining Cingular, Cynthia practiced in the intellectual property group of Kilpatrick Stockton LLP fielding patent, trademark and litigation matters for clients, including multinational telecommunications providers, manufacturers of software, hardware, consumer electronics, chemical products, packaging systems, and aluminum products, as well as financial services providers.

### TECHNICAL EXPERIENCE

From 1990 to 2000, Cynthia was an electrical engineer in the power systems, software, and consulting industries, having completed five years of internship in the energy industry as a cooperative engineering student with Georgia Power Company from 1985 to 1990.

### EDUCATIONAL BACKGROUND

**Georgia State University College of Law**  
Atlanta, GA  
J.D., 2001

### Georgia Institute of Technology

Atlanta, GA  
Bachelor of Electrical Engineering, 1990

### ADMISSIONS

- State Bar of Georgia, 2001
- United States District Court for the Northern District of Georgia, 2001
- United States Patent and Trademark Office, 2002
- Court of Appeals of Georgia, 2002
- Supreme Court of Georgia, 2002

### PROFESSIONAL ACTIVITIES

- State Bar of Georgia, Member Intellectual Property Section
- International Trademark Association (INTA), Member
- National Bar Association (NBA), Member
- Georgia Association of Black Women Attorneys (GABWA), Executive Board Member 2006
- Georgia Association of Women Lawyers (GAWL), Committee Member 2007

### OUR PEOPLE

#### Attorneys

- » Cynthia Parks
- » Micki Murray
- » Jennifer Pearson Medlin
- » Collen Beard
- » Li Wang
- » Anne Yates
- » Corey Mack
- » Jackquelyn Strickland
- » Angela Wilson
- » Chase Scott

#### Agents

- » Stephen Terrell

#### Paralegals

- » Adrienne Mittons
- » Virginia Keenan

#### Support & Administration

- » Maggie McCarty
- » Doris Rivers

- American Bar Association (ABA), Member Intellectual Property Section
- Atlanta Volunteer Lawyer's Foundation (AVLF), Guardian ad Litem
- Association of Trial Lawyers of America (ATLA)
- Licensing Executives Society (LES)

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## Luke Anderson - Patent & IP Attorney

1st

Partner at Atlanta Technology Law  
Greater Atlanta Area Law Practice

**Luke Anderson - Patent & IP Attorney** Filing for patent protection now before the First to File provisions of the recently enacted AIA is highly desirable for many companies. John Villasenor makes some good points in his article "Why Companies Should File For Patents Now." What do you think?

**Why Companies Should File For Patents Now** - Brookings Institution  
John Villasenor argues that filing patent applications before March 2013, while the first-to-invent rules are still in place, can provide significant benefits, and that companies should file now to take advantage of the actual...

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View profile Send message Download vCard

- Current** Partner at Atlanta Technology Law
- Past** Partner at Duane Morris LLP  
Partner at Merchant & Gould  
Partner / Associate at McGuireWoods
- Education** University of South Carolina - The Moore School of Business  
University of South Carolina School of Law  
Clemson University
- Recommendations** 11 people have recommended Luke
- Connections** 500+ connections
- Websites** Personal Website  
Company Website
- Twitter** Follow @attitechlaw
- Public Profile** <http://www.linkedin.com/pub/luke-anderson-patent-ip-attorney/9/50b/646>

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### Summary

As a patent attorney with a strong business background I work closely with clients regarding technology and business issues to identify, protect, and capitalize on their innovations and technology. A large portion of my practice is dedicated to intellectual property and related business litigation. I have worked with a broad range of technologies throughout my career including: computer software and hardware, business methods, Internet applications, chemical and pharmaceutical, and automotive parts. In addition to my extensive patent litigation experience, I have also litigated technology licensing disputes, trademark and copyright infringement cases, and trade secret cases.

#### Specialties

Intellectual property and technology matters. More specifically the identification, protection, licensing, and sale of intangible intellectual assets, and when necessary asserting or defending claims of intellectual property infringement.

### Experience

#### Partner

##### Atlanta Technology Law

April 2011– Present (1 year 1 month)

At Atlanta Technology Law our lawyers deliver value to our clients by providing high quality intellectual property and related business services at reasonable rates. Our experienced lawyers have Big Firm experience representing clients ranging from emerging technologies to Fortune 100 companies.

In the era of tight and shrinking budgets, we help our clients do more with less. Providing services at reasonable rates means different things in different settings. While the billable hour remains the norm many of our clients are increasingly looking for alternatives that more closely bring into line the interests of all parties. Atlanta Technology Law has substantial flexibility to set rates, fee structures, and alternative structures that best meet a client's needs and budgets. We actively seek engagements that provide true long term partnership opportunities.

When it comes to litigation, our trial lawyers have represented clients from trial through appeal in trial courts around the country, and in arbitration proceedings. This depth of experience allows us to help our clients make educated cost / benefit decisions based upon the central issues that drive a case.

#### Partner

##### Duane Morris LLP

Partnership: 1001-5000 employees; Law Practice industry  
November 2007– May 2011 (3 years 7 months)

Duane Morris LLP, a full-service law firm with more than 700 attorneys in 24 offices in the United States and internationally, offers innovative solutions to the legal and business challenges presented by today's evolving global markets.

Luke has 11 recommendations (4 co-workers, 5 clients, 2 partners) including:

2nd John Lockett, Associate, McGuireWoods

2nd Joseph Oczkowski

**Partner**

**Merchant & Gould**

Partnership; 201-500 employees; Law Practice industry  
2006-2007 (1 year)

Merchant & Gould is an intellectual property law firm with a history of more than 100 years of IP excellence. With more than 100 intellectual property specialists, the firm provides a uniquely qualified approach to creative IP solutions.

**Partner / Associate**

**McGuireWoods**

Partnership; 1001-5000 employees; Law Practice industry  
2000-2006 (6 years)

With approximately 900 lawyers and 19 strategically located offices worldwide, McGuireWoods uses client-focused teams to serve public, private, government and nonprofit clients from many industries including automotive, energy resources, health care, technology and transportation.

**Skills & Expertise**

Patent Litigation    Intellectual Property    Internet Law    Litigation    Licensing    Trade Secrets    Copyright Litigation    Patents  
Commercial Litigation    Technology Transfer

**Publications**

**Using Codes of Conduct To Resolve Legal Disputes**

IEEE / Computer Society | April 2010

Authors: Luke Anderson - Patent & IP Attorney, Dr. Peter Aiken

In the absence of other published standards of care, it is reasonable for contractual parties to rely on an applicable, widely available code of conduct to guide expectations.

**Anderson's Annotated Local Patent Rules For The Northern District of Georgia**

May 1, 2011

Authors: Luke Anderson - Patent & IP Attorney

On July 15, 2004 the Northern District of Georgia implemented its set of Local Patent Rules "to facilitate the speedy, fair and efficient resolution to patent disputes." Finding the rules themselves is easy and accessible online. It is more difficult and time consuming, however, to fine cases actually construing the rules and judges actually applying them to facts and circumstances. This... more

**Education**

**University of South Carolina - The Moore School of Business**

MBA

1993 - 1997

**University of South Carolina School of Law**

J.D.

1993 - 1997

**Clemson University**

B.S., Engineering

1987 - 1991

**Recommendations For Luke**

**Partner**

**Duane Morris LLP**

"Luke is a driven, detail oriented patent litigator. I had an opportunity to work closely with him on a patent litigation matter in which we succeeded in having the case against our client dismissed with prejudice and then went on to obtain an attorney fees award for our client. Our client was understandably pleased with the result." *January 27, 2011*

<sup>(2nd)</sup> John Lockett, Associate, McGuireWoods worked directly with Luke at Duane Morris LLP

"Luke worked with CEC on a litigation case and was one of the lead attorneys. It was a long and complicated case which Luke handled in a professional matter. His knowledge of the law and personality makes him an expert in resolving patent and/or business disputes. I would not hesitate in recommending his services to any person or company requiring representation." *January 27, 2011*

Top qualities: Great Results, Personable, Expert

<sup>(2nd)</sup> Joseph Oczkowski hired Luke as a Attorney in 2002

"Luke Anderson worked with our company to secure three patents. He is a very talented patent attorney with an excellent understanding of the patenting process. I would use him again and recommend him highly.

Joe A. Greene

President

Georgia Foam Inc." *January 24, 2011*

Top qualities: Personable, Expert, High Integrity

<sup>(2nd)</sup> Joe Greene hired Luke as a Attorney in 2005

"I have been a partner of Luke for years at Duane Morris. He deeply cares for and diligently works with his clients, as well as his colleagues. Luke is highly skilled, well respected and gets results.

Scott Mayfield" January 24, 2011

William Scott Mayfield, Partner, Duane Morris, LLP worked with Luke at Duane Morris LLP

"I have worked with Mr. Anderson for the past 10 years. We have engaged Luke to work on patent applications, patent re-exams, litigation, and all matters legal in regard to our patents. He is a true professional at what he does and I consider Luke not only a partner but also a friend." January 24, 2011

Top qualities: Great Results, Expert, Creative

Steven Reeder

hired Luke as a Attorney in 2000, and hired Luke more than once

"Luke Anderson has an excellent blend of legal and IT savvy that permits clients to engage in the most useful kind of dialog. This form of assistance has helped numerous individual and organizations steer through the maze of options. It was a pleasure working with him and I would welcome another opportunity to collaborate." January 24, 2011

Peter Aiken, Ph.D., Founding Director, Data Blueprint was with another company when working with Luke at Duane Morris LLP

"Luke is a calm, thorough advisor and a tireless advocate for his clients. I worked with Luke for several years in connection with his litigation practice, and was always impressed by his direct approach and his ability to unpack complex problems. He is a talented litigator who gets excellent results." January 24, 2011

Milo Cogan, Associate, McGuireWoods LLP worked directly with Luke at Duane Morris LLP

"We engaged Luke to assist with an IP assessment and transfer related to a recent acquisition. Luke was a real asset to the process in not only clarifying the technical issues, but also laying out an effective gameplan for both buyer and seller. Luke was very effective and efficient and I would strongly recommend him for future engagements." January 24, 2011

Top qualities: Personable, Expert, Good Value

Brent Zelnak

hired Luke as a Attorney in 2010

"Luke has been extremely helpful in resolving current business issues. I highly recommend his services, his ability to recognize the problem and find solutions in a timely manner is exemplary." January 24, 2011

Top qualities: Personable, Expert, High Integrity

Cleve Meredith

hired Luke as a Attorney in 2010

"Luke is an excellent and highly knowledgeable intellectual property attorney. He possesses a rare touch and rapport with clients and can explain difficult concepts in simple terms. As a corporate attorney I have brought Luke into transactions on several occasions. My clients have enjoyed working with him and speak highly of his abilities. I look forward to working with him for years to come." January 23, 2011

Anthony DeLuca, Partner, Dinur & DeLuca, LLP worked directly with Luke at Duane Morris LLP

"I've known Luke for a decade and he is an outstanding litigator with an excellent reputation in the South and beyond. His personal charisma and demeanor, when coupled with his deep litigation experience, give his clients the edge in disputes large and small." January 23, 2011

Greg Carlin, Principal, McKeon, Meunter, Carlin & Curfman, LLC was with another company when working with Luke at Duane Morris LLP

### Additional Information

Websites: 

- Personal Website
- Company Website

Twitter: [Follow @alltechlaw](#)

Groups and Associations: Atlanta IP Inn of Court; Lamar Inn of Court; Licensing Executive Society (LES); Generic Pharmaceutical Association (GPhA); American Intellectual Property Law Association (AIPLA); and, Intellectual Property Owner's Association (IPO).

Biotech & Pharma Professionals Network  
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Finance Plus  
Join

IP Lawyers  
Already a member

Intellectual Property Owners Association (IPO)  
Already a member

Intellectual Property Professionals  
Already a member

Mergers and Acquisitions  
Join

Patent Law Group  
Already a member

Patent and Intellectual Property Practitioners  
Already a member

Personal Information

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Marital status: Married

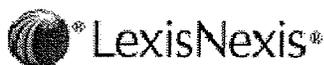
Contact Luke for:

- career opportunities
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- expertise requests
- reference requests
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- business deals
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Contact Luke Anderson - Patent & IP Attorney

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# Chris M. Couillou - Lawyer Profile

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Chris M. Couillou  
*Fed. Trade Comm.*

225 Peachtree Street N.E., Ste. 1500  
Atlanta, Georgia  
(DeKalb & Fulton Cos.)

### Profile Visibility

#2,561 in weekly profile views out of 18,324 lawyers in **Atlanta, Georgia**

#153,807 in weekly profile views out of 1,457,077 total lawyers **Overall**

### Experience & Credentials

<b>University</b>	Emory University, B.A.
<b>Law School</b>	University of Georgia, J.D.
<b>Admitted</b>	1978
<b>ISLN</b>	908163838

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