

Chicago Kent College of Law

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Developing Business as an IP* Attorney

* Intellectual Property

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BEEM | patent law

Getting qualified

- Writing: law review or any journal
 - 90% of successful advocacy (to a court) is written
- IL bar
- Patent bar

Extras:

- Judicial clerkship, esp. any federal clerkship
- Judicial internship
- Law firm clerking experience
- USPTO
- Any government experience
- NITA depts and trial ad courses

Getting a job

- How many of you are looking for a job?
- Don't stop with the big firms
- Associates find Beem Patent Law Firm
- Networking

There are always jobs available, because there is always work that needs to be done, and there are never enough people to do the work. (Getting paid for your work is another question.)

Foonberg on pro bono:

- You decide which clients are pro bono, not for them to decide.
- Foonberg on nonpaying clients:
Better to *not* do the work and not get paid than to do the work and not get paid.

Contingent fee work:

- Watch out.

Visibility

- Web site: <http://www.BeemLaw.com/>
Welcome to Beem Patent Law.
- Twitter:
<http://twitter.com/BeemPatentLaw>
- LinkedIn: <http://www.linkedin.com/home>
Search People: Rich Beem
- Facebook (mainly for friends and family, but be aware of broader, business audience)

Networking

- Alumni associations, for example

Best source of new work is existing clients

- Do a good job
- Return phone calls
- Follow up

Referrals, esp. from other lawyers

- If you have a specialty, like patent law, think twice before you compete with referrers for other kinds of legal work
- Write thank you notes

The delivery cycle for legal services

- Intake
 - Screening (“I have an idea”)
 - Ability to pay fees
- Engagement letter
- Advance payment, ½ of estimated services
- Delivery
- Billing (Foonberg: curve of gratitude)
- Collection

Markey on business development

- Lots of ways not to get clients
- Don't go to networking events like this one
- Don't follow up with your family, friends, and neighbors
- Don't get to know your classmates and coworkers (Judge Smith's law clerk Diane C. and group photo)
- Don't teach a Sunday school class
- Don't send thank you notes
- You can do all these things and...

How a 5 minute investment of time led to \$1,000,000 in billings

- Letter: Congratulations...let me know if I can ever be of assistance.

Tom Arnold on 2 kinds of lawyers

- Deal makers
- Deal breakers
- Most lawyers are...
- You want to be...

Client's basic question

- Can you help me? (to obtain a patent)
- Lawyer's instinctive response: It's a long hard road and you might die before you get there.
- Clients want to know that we can help them, and if we think we can, we need to be positive and enthusiastic about it.
- ENTHUSIASM (see Dale Carnegie, How to Win Friends and Influence People)

Hanging out a shingle

- Read Foonberg's books
- Consider a "law suite"

Bar Associations

- ABA/IPL
- ABA Law Practice Management
- ABA Litigation
- AIPLA
- AIPPI
- CBA
- IPLAC
- ISBA

Levels of involvement:

1. Pay dues
2. Go to meetings
3. Speak up at meetings
4. Chair a committee, make a presentation, or otherwise do something real

Bert Jenner did twice as much bar association work as any other lawyer at Jenner & Block, and obtained five times as much client work as a result of that investment.

Resources

- Dale Carnegie Course
- Jay Foonberg, How to Start and Build a Law Practice
- Jay Foonberg, How to Get and Keep Good Clients (book and tapes/CDs are good)
- ABA Journal
- ABA Law Practice Management Journal

In Sum

- Good luck
- Have fun!

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Thank you.

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