

**FTC Workshop on  
Intellectual Property Rights in Standard Setting:  
Tools to Prevent Patent Hold-Up  
June 21, 2011**

**Panelist Biographies**

**Larry J. Bassuk**

Mr. Bassuk is Deputy General Patent Counsel at Texas Instruments, where he specializes in patent prosecution. Mr. Bassuk also represents TI as Trademark Counsel and Copyright Counsel and in the intellectual property rights policy matters of standards development organizations. He has been with TI since 1988. Previously, Mr. Bassuk worked as a microelectronics design engineer for Teletype Corporation after earning a degree in Electrical Engineering from Southern Illinois University. He then earned his law degree from the Illinois Institute of Technology, Chicago-Kent College of Law and went into general practice in the Chicago area. After completing graduate courses in patent law at John Marshall School of Law he practiced in patent law firms in Chicago. Mr. Bassuk teaches intellectual property law and other subjects at the University of Texas at Dallas, School of Management. He has served as President of the Dallas Fort Worth Intellectual Property Law Association.

**Marc Sandy Block**

Marc Sandy Block is a staff counsel at IBM Corporation's Intellectual Property Law headquarters, working in the areas of patent and technology licensing, standards and patent pool activities, administrative and legislative policy, and IP-related bankruptcy issues. He was a major contributor to the *ABA Standards Development Patent Policy Manual* and has authored numerous articles. He is a lecturer on IP licensing and standards at Cardozo Law School and is a member of the American National Standards Institute (ANSI) IPR Committee and AIPLA and IPO Standards Committees. Previously, he was a Board member and past President of the International Intellectual Property Society. He received his BSEE from Lehigh University and his JD from The George Washington University Law School.

**Jorge L. Contreras**

During 2011-12 Jorge L. Contreras will teach IP law as Visiting Associate Professor at American University's Washington College of Law. Previously, he served as a Senior Lecturer in Law and Acting Director of the Intellectual Property Program

at Washington University in St. Louis, School of Law. Before that he was a partner at Wilmer Cutler Pickering Hale and Dorr LLP. He has served as the principal legal counsel to the Internet Engineering Task Force since 1998. His research focuses on the effects of IP structures and governmental regulation on the dissemination of scientific and technological innovation. He has been funded by the National Institute of Standards and Technology to study the effects of *ex ante* licensing disclosure policies on technical standards-development processes. Among other activities, Professor Contreras is the editor of the American Bar Association's *Technical Standards Patent Policy Manual* and serves as Co-Chair of the ABA Section of Science & Technology Law Committee on Technical Standardization.

### **Sarah Guichard**

Sarah Guichard is a Senior Director of Patent & Standards Strategy with Research In Motion (RIM). During her time at RIM she has focused on various aspects of intellectual property (IP) including intellectual property rights policies in standards, global patent policies, portfolio management, licensing and litigation. Prior to moving in house, Ms. Guichard began her IP career with patent prosecution and then moved into patent litigation. In addition to her juris doctorate from Loyola Law School, Los Angeles, Ms. Guichard has a master's in electrical engineering with a focus on communication theory from University of California, Los Angeles and a bachelor's degree in electrical engineering from California Polytechnic State University, San Luis Obispo.

### **Michael D. Hartogs**

Michael D. Hartogs is Senior Vice President and Division Counsel for QUALCOMM's Technology Licensing Division. Mr. Hartogs has spent his career handling IP and competition matters for technology companies that compete in dynamic industries and has been with QUALCOMM since December of 1999. Mr. Hartogs has an undergraduate degree in Engineering Physics from the University of Arizona and a JD from The George Washington University Law School.

### **Michele K. Herman**

Michele K. Herman is a partner at Davis Wright Tremaine, where her practice focuses on technology standards, open source software and technology and patent licensing. Previously, she held several positions at Microsoft, including those of Associate General Counsel in its IP and Licensing Group and Senior Director of Intellectual Property Strategy. Michele is an adjunct professor at Seattle University School of Law where she teaches on standards and open

source software and has also held several leadership roles on standards and open source committees in organizations such as the ABA, AIPLA and IPO. She received her BS in Electrical Engineering from Rutgers University and JD from Rutgers University School of Law.

### **John J. Kelly**

John J. Kelly is President of the JEDEC Solid State Technology Association, which develops standards for the semiconductor and microelectronics industries. Before joining JEDEC in January 2000, Mr. Kelly spent ten years as Executive Vice President and General Counsel of the Electronic Industries Alliance and twelve years in private practice focusing on commercial litigation and antitrust and trade regulation. He also served two years as a senior law clerk at the U.S. District Court for the District of Columbia. Mr. Kelly received a bachelor's degree in political science, with honors, from Georgetown University and a law degree from Georgetown University Law Center.

### **Alexa King**

Alexa King has served as Vice President and General Counsel for Aruba Networks since 2005. Prior to joining Aruba, Ms. King managed global dispute resolution and litigation for five years as Senior Director, Legal Affairs at software company Siebel Systems. Ms. King previously worked as an attorney at Fenwick & West and at Pillsbury, Madison & Sutro, and served as a judicial clerk with the Supreme Court of the State of Hawai'i. She received her BA with honors from Harvard College and her JD from Boalt Hall School of Law where she was elected to the Order of the Coif.

### **Anne S. Layne-Farrar**

Dr. Layne-Farrar is a Vice President at Compass Lexecon where she specializes in antitrust and IP matters, especially where the two issues are combined. Dr. Layne-Farrar received her BA in economics with honors, *summa cum laude*, from Indiana University (Bloomington) and her master's and PhD degrees in economics from the University of Chicago. She has published articles in *Antitrust*, *Global Competition Review*, and *Regulation Magazine* and has numerous publications in academic journals, including *Antitrust Law Journal*, *Harvard Journal of Law and Public Policy*, and *Journal of Competition Law and Economics*.

### **Michael A. Lindsay**

Michael A. Lindsay is a partner at Dorsey & Whitney LLP in the Minneapolis office. He practices in the area of general civil litigation, including antitrust,

trademark and unfair competition, and commercial litigation. He received his JD *cum laude* from the University of Chicago Law School where he was a member of the Order of the Coif, completed a degree with first-class honors in General Studies at the London School of Economics, and holds a BA in history *summa cum laude* from Marquette University where he was also a member of Phi Beta Kappa.

### **Amy A. Marasco**

Amy Marasco is the General Manager for Standards Strategy at Microsoft and leads a team that addresses strategic policy and engagement issues on a corporate-wide, global basis. She joined Microsoft after serving as the Vice President and General Counsel of ANSI from 1994-2004. Prior to that, she was an attorney in Cadwalader, Wickersham & Taft's New York office. Amy regularly engages in policy discussions involving standards, IP rights, and competition law issues in numerous standards bodies and other forums. Among other things, she is one of two rapporteurs at the TSB Director's IPR Ad Hoc Group at the ITU-T, Co-Chairman of the Standards Policy Committee at the Intellectual Property Owners Association, and Chairman of Standards and IPR Policy Committee at the Telecommunications Industry Association.

### **Earl Nied**

Earl Nied is the Program Director of Standards and Intellectual Property Rights for Intel Corporation's Global Public Policy Group. He currently serves as vice-chair of the ANSI Intellectual Property Rights Policy Committee, is the Chair Elect for the next term, and has chaired the ANSI Patent Group. He participates in the International Telecommunications Union Telecommunication Standardization Sector IPR Ad Hoc Committee and has been involved in drafting the ISO/IEC/ITU Common Patent policy; the Digital Europe trade association IPR and Interoperability subcommittees; the European Telecommunications Standards Institute (ETSI) IPR Committee; the Intellectual Property Owners Association Standards Setting Committee; and the ABA Committee on Technical Standardization. He participated in the World Wide Web Consortium (W3C) Patent Policy Working Group in the formation of the current W3C patent policy and is currently on the W3C Patents and Standards Interest Group. Among other activities, Mr. Nied has also been a consultant to several international standards development organizations.

### **Gil Ohana**

Gil Ohana is Senior Director, Antitrust and Competition for Cisco Systems. He advises Cisco on antitrust issues relating to mergers and acquisitions, joint ventures, standard setting, distribution, intellectual property licensing,

government investigations, and government and private litigation. Mr. Ohana writes and speaks regularly on licensing, standard-setting, and antitrust issues in patent litigation. From 1993-96, Mr. Ohana was a trial attorney with the U.S. Department of Justice Antitrust Division, where he participated in the investigation of Microsoft's software licensing practices and successful court challenge to Microsoft's proposed acquisition of Intuit. Mr. Ohana received his JD from Columbia University, where he was articles editor of the Law Review, and his BA from Harvard College.

### **Andrew S. Updegrave**

Andrew S. Updegrave is a partner at Gesmer Updergrove LLP in Boston. He has a broad range of experience in representing and counseling both mature and emerging high technology companies. Since 1988 he has represented and helped to structure more than 80 worldwide standard setting, open source, promotional and advocacy consortia. Among other activities, Mr. Updegrave was elected in 2005 to the Boards of Directors of ANSI and the Free Standards Group and in 2007 to the Board of Directors of the Linux Foundation, where he also serves as Director of Standards Strategy. He is a member of both the panel of Mediators of the Massachusetts Software and Internet Council and the World Intellectual Property Organization (WIPO) Arbitration and Mediation Center's List of Arbitrators, Mediators and Experts. Mr. Updegrave is a graduate of Yale University and the Cornell University Law School.

### **Naomi Abe Voegtli**

Naomi Abe Voegtli is a vice president of Intellectual Property Strategy and Standards Group at SAP. She is responsible for developing and implementing IP strategies, manages IP issues and policies related to engagement in standards organizations, and handles IP acquisitions and sales worldwide. In addition, she is a vice president of Asia Pacific IP Group and manages all aspects of IP in Asia Pacific including IP portfolio development and management, transaction, litigation, and policy advocacy. Ms. Voegtli is a Board member of the American Intellectual Property Law Association. She is an AIPLA representative of the US Bar - JPO Liaison Council, and is a member of the US Bar - EPO Liaison Council. In addition, she is active in a number of leading IP and standards organizations. Ms. Voegtli earned her JD from the Harvard Law School, *magna cum laude*, her MS in computer science and mathematics from the University of Illinois at Urbana-Champaign, and her BS in mathematics, with highest honors, from the University of Texas at Austin.