

Merchant & Gould

An Intellectual Property Law Firm



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Currently the Managing Director and CEO of Merchant & Gould, Brian has been with the firm since 1987. Brian's practice is focused on counseling clients on matters relating to software, e-commerce, computer hardware, digital circuit design, and traditional electrical and mechanical technologies. His practice areas include licensing, patent, trademark, computer law, and copyright. Brian also provides client counseling on technology innovation issues, patent infringement and validity opinions, licensing, and due diligence matters. He is also experienced in contested matters.

Brian is a former adjunct professor at Hamline University School of Law where he taught courses in computer law, intellectual property, and selected topics in patent law.

Education

University of Minnesota
B.E.E., 1982

William Mitchell College of Law
J.D., cum laude, 1985

Bar Admissions

Minnesota State Bar, 1985
U.S. Patent and Trademark Office, 1988

Professional Affiliations

American Bar Association

American Intellectual Property Law Association

Chair: Emerging Technologies Committee (2009 – present)

Vice Chair: Emerging Technologies Committee (2007 – present)

Chair: Intellectual Property in Latin America Committee (2005 – 2007)

Vice Chair: Intellectual Property in Latin America Committee (2003 – 2005)

Co-chair: Latin American Study Group (1999 – 2000)

Co-chair: Licensing Subcommittee of the Electronic and Computer Law Committee (1994 — 1999)

Co-Chair: Reverse Engineering Subcommittee of the Emerging Technologies Committee (1997 – 1999)

Atlanta

Denver

Knoxville

Madison

Minneapolis

New York

Seattle

Washington DC

Brian H. Batzli (Continued)

Hennepin County Bar Association
Licensing Executives Society
Minnesota State Bar Association
International Association for the Protection of Industrial Property
Minnesota Intellectual Property Law Association
Minnesota Software Association
Member: Business Practices Committee (1995 — 1997)
International Intellectual Property Association (the United States Group of the AIPPI)

Teaching

Adjunct Professor, Hamline University School of Law, 1994 — 2002

Courses:

Selected Topics in Patent Law (Spring 1996, Fall 1997)
Intellectual Property Survey Course (Fall 1995)
Computer Law (Fall 1994, Fall 1996, Spring 1999, Fall 2000)
Selected Topics in Patent and Computer Law (Spring 1994)

Speaking

Panel Member, for the seminar “Wither the Business Method Patent? Bilski and Beyond”, sponsored by Minnesota Continuing Legal Education at Minneapolis, Minnesota on March 26, 2009.

Atlanta

Copyrights, Trademarks, Trade Secrets and Patents: An Intellectual Property Overview, presented as a Guest Lecturer in The Management of Technology Master’s degree program, University of Minnesota (Twin Cities campus) on January 16, 2009.

Denver

Protecting Your Invention, presented at the “Inventing Success Seminars”, sponsored by the Minnesota Inventor’s Congress at Redwood Falls, Minnesota on June 8, 2007.

Patent Law and PTO Reform Update, presented at the “Advanced Computer & Electronic Patent Practice Seminar”, sponsored by the American Intellectual Property Law Association (AIPLA) at Boston, Massachusetts on June 2, 2006 and at San Jose, California on June 16, 2006.

Knoxville

WIPO: Status Of The Substantive Patent Law Treaty, presented at the IP in Latin America Committee meeting of the Annual Meeting of the American Intellectual Property Law Association (AIPLA) at Washington, D.C. on October 2005.

Madison

Statutory Bar Dates and Alpha & Beta Testing, presented at the “Advanced Computer & Electronic Patent Practice Seminar”, sponsored by the American Intellectual Property Law Association (AIPLA) at Seattle, Washington, on June 11, 2004 and at St. Louis, Missouri, on June 18, 2004.

Minneapolis

International Trademark Protection, presented at the “International Portfolio Management” track of the AIPLA Annual Meeting, sponsored by the American Intellectual Property Law Association (AIPLA) at Washington, D.C., on October 17, 2002.

New York

Licensing and Franchise Law, presented at the seminar “License Agreements”, sponsored by the Minnesota Institute Of Legal Education (MILE) at Minneapolis, Minnesota, on August 7, 2002.

Omaha

Protecting Your Ideas – An Intellectual Property Overview presented at the seminar “Inventing Success”, sponsored by the Minnesota Inventors Congress at Redwood Falls, Minnesota, on June 13, 2002.

Patents, Trademarks, Licensing & Royalties, presented at the seminar “Inventing Success”, sponsored by the Minnesota Inventors Congress at Owatonna, Minnesota, on September 22, 2001.

Seattle

Key Issues In A Patent License, presented at the seminar “Licensing, Intellectual Property & Web Site Development Agreements”, sponsored by Minnesota Institute Of Legal Education (MILE) at Bloomington, Minnesota, on February 11, 1999.

Washington DC

Protecting Your Invention, presented at the seminar “Successful Invention Development”, sponsored by the Minnesota Inventor’s Congress at Redwood Falls, Minnesota, on June 11, 1998.

Brian H. Batzli (Continued)

Prior Art Searching in the Electronics, Computer, and Software Arts, presented at the seminar “Advanced Computer and Electronic Patent Practice Seminar”, sponsored by the American Intellectual Property Law Association at Houston, Texas, on May 8, 1998.

The Practice of Intellectual Property, presented at the seminar “Career Program”, sponsored by William Mitchell College of Law, on November 8, 1997.

Trademark and Copyright Protection, for the seminar “Beyond The Oral Tradition,” sponsored by Motus Humanus at St. Olaf College on June 5, 1997 (co-speaker with Mr. Greg Sebald).

Businessperson Meets IP Lawyer: A Dialog on the Value of Licensing in Light of ProCD v. Zeidenberg, for the seminar “From the INTERNET to Complex Electronics: Legal Protection For Your Most Valuable Technology,” sponsored by Merchant & Gould, November 7, 1996 (co-speaker with Mr. Mike Cohen).

Panel Member, for the seminar “Invention Protection,” sponsored by the Minnesota Intellectual Property Law Association in conjunction with the Minnesota Inventors Congress, June 9, 1995.

Prosecuting the Application: The Attorney’s Perspective, for the seminar “Basic Computer and Electronic Patent and Practice” sponsored by the American Intellectual Property Law Association, September 23, 1994.

Protecting Your Idea, for the seminar “National Innovation Workshop,” sponsored by the U.S. Dept of Commerce et al, September 9-10, 1994.

Atlanta

Panel Member, for the seminar “Invention Protection,” sponsored by the Minnesota Intellectual Property Law Association in conjunction with the Minnesota Inventors Congress, June 10, 1994.

Principles of Intellectual Property and Licensing, presented at the seminar “Technology Based Economic Development,” sponsored by the Minnesota Technology Office of the University of Minnesota - Duluth, May 23, 1994.

Denver

Ways to Protect Your Invention, presented at the seminar “Successful Invention Management,” sponsored by the Minnesota Inventor’s Congress, the Inventor’s Resource Center, and Minnesota Technology, Inc., June 10, 1993.

Knoxville

Copyright and Trademark Law, presented at the seminar “Intellectual Property,” sponsored by the Minnesota Institute of Legal Education (MILE), January 15, 1993.

Madison

The Duty of Disclosure Before The U.S. Patent Office, presented as guest lecturer at Hamline School of Law, Intellectual Property Survey Course, October 26, 1992.

Proprietary Protection and Licensing, presented at the seminar “Inventors - Innovation Workshop,” sponsored by the University of Minnesota Duluth Center for Economic Development and The Northeast Technology Resource Center, October 23, 1992.

Minneapolis

Fundamentals of Copyright and Trademark Law, presented at the seminar “Intellectual Property for the Corporate and General Attorney,” sponsored by the Minnesota Institute of Legal Education (MILE), December 13, 1990.

New York

Licensing as an International Property Protection Method, presented at the seminar “Product Protection in Foreign Markets,” sponsored by the Minnesota Trade Office, October 18, 1989.

Omaha

Writing

Editor, *A Guide To Intellectual Property Protection*, Minnesota Small Business Assistance Office, Ninth Edition (2001).

Seattle

Batzli and Komanduri, *Prior Art Searching For The Electronics and Software Fields*, AIPLA — Advanced Computer and Electronic Patent Practice Seminar (1998).

Washington DC

Editor, *A Guide To Intellectual Property Protection*, Minnesota Small Business Assistance Office, Eighth Edition (1996).

Brian H. Batzli (Continued)

Editor, *A Legal Guide For The Software Developer*, Minnesota Small Business Assistance Office, Fifth Edition (1996).

Batzli and Stinebruner, *Handheld Scanners: An Invitation for Trouble?*, MSBA Computer Law News, Vol. 10 No. 1 (Winter 1994).

Co-Editor, *A Legal Guide For The Software Developer*, Minnesota Small Business Assistance Office, Fourth Edition (1994).

Frequent contributor to Merchant & Gould's Computer Law Newsletter (1988-2002).

Other Experience and Awards

Named as one of Minnesota's Top Intellectual Property Lawyers (Minnesota Law and Politics, June/July 2001)

Named as a *Super Lawyer* in the field of Intellectual Property in Minnesota (1998, 2000, and 2005-2009)(survey conducted by Minnesota Law and Politics)

Minnesota Inventors Congress Judge (1994 – 1997)

Commissioner: City of Chanhassen Planning Commission 1988-1993 (Chairperson: 1992-93).

Atlanta

City of Chanhassen Maple Leaf Award (1991 and 1993)



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