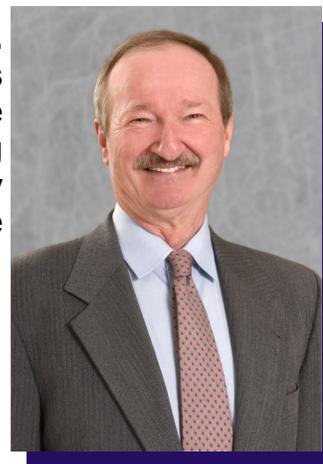


“To Publish, To Patent, or Both—That is the Question”

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George Ligler received the M.Sc. and D.Phil. degrees in computation from Oxford University in 1973 and 1975, respectively, where his studies were funded by a Rhodes Scholarship. He is both proprietor of GTL Associates, a computer systems engineering consultancy he formed in 1988 and, since August 2018, the Dean’s Eminent Professor of the Practice of Biomedical Engineering in BME. In his new half-time role in the Joint Department, he will assist BME through mentoring faculty and students; serving as a catalyst to initiate collaborative interactions within BME and between the department and industry; providing guidance in research, entrepreneurship, intellectual property, project management, and contract negotiation; and serving as an international spokesperson for the department. An elected member of the National Academy of Engineering, he has been recognized for leadership in the areas of systems specification, integration, and engineering. At GTL Associates, he has provided consulting services in a variety of application areas to more than 40 clients in the United States, Europe, and Asia. Prior to forming GTL Associates, he was a project/research manager at Texas Instruments, director of engineering at the Burroughs Special Systems Division, president of Aydin Controls Division (computer graphics), and a division and group vice president at Computer Sciences Corporation. He has been on the BME Industrial Advisory Board since 2015.

ABSTRACT

Intellectual property (IP) manifests itself in a number of ways, including patents, copyrights, trademarks, trade secrets, and classified data. Attitudes toward which of these manifestations are used vary widely depending not only upon the nature of the IP but also on which work sector(s) (e.g., academia, business, Government) are involved. I will provide an overview of several types of IP along with deeper dives into (1) “rules of the road” that are pertinent to IP that is intended to be both published and patented; and (2) the patent “life cycle,” from R&D through product launch to patent enforcement, and why it’s important to keep the entire life cycle in mind when formulating your invention disclosures and patent applications.

**Friday, September 7th
12:00 Noon**

**Presented From: 4142 Engineering Building III (NC State)
Videoconferenced to: 321 MacNider Hall (UNC)
& East Carolina University (ECU)**