



INTELLECTUAL PROPERTY
ADR PANEL



National
Arbitration
Forum®

ABOUT THE NATIONAL ARBITRATION FORUM

Since 1986, the National Arbitration Forum (Forum) has provided out-of-court solutions to resolve disputes more efficiently, cost-effectively, and amicably. Our distinguished panel of over 1,500 legally trained mediators and arbitrators, located in all 50 states and 29 countries, resolves cases by applying substantive law, offering parties the same outcomes as court, but at a fraction of the time and cost. Forum ADR solutions range from expedited mediation to arbitration, private judging and complex ADR panels.

National Arbitration Forum Intellectual Property ADR Panel

ABOUT THE IP PANEL

The Forum recognizes that not all disputes are the same. The unique nature of intellectual property disputes has led us to recruit experts with a wide-range of specialized intellectual property backgrounds. This helps to overcome one of the biggest challenges of traditional litigation—educating the judge and jury. And because they are all attorneys, our panelists also help avoid “surprises” that may arise from misunderstandings of the law and the issues at stake.

Intellectual property background is only part of the picture. All of our IP panelists also have extensive ADR backgrounds. Our IP mediators have the necessary training and experience in conducting mediations to assure parties that their time will be well spent with a seasoned professional. And, of course, parties select the mediator from our IP panel, taking into account such factors as expertise and qualifications.

Our IP arbitrators have the knowledge and arbitration experience to make reasonable determinations that follow the law. And cost savings can be maximized because parties don’t have to educate them as they would in traditional litigation.

Our IP panelists also have the experience and ability to customize ADR solutions to meet your specific intellectual property needs.

If you would like to learn more about having your intellectual property dispute mediated or arbitrated by a Forum panelist, or if you would like more information on other ADR solutions, please visit our website at www.adrforum.com or call 877-655-7755.



Robert Ashen, Esq.
Arbitrator/Mediator

Robert Ashen, Esq. possesses engineering and law degrees from Purdue (1955) and Harvard (1958), respectively, and has practiced a full range of IP law in private and corporate areas, including work on IP litigation. He has received extensive training in both mediation and arbitration with a specific focus on IP, and enjoys over four decades of experience as an active arbitrator. In addition, Mr. Ashen has been mediating disputes since 1996, with a style that tends toward more active participation. He also engages himself in bar association ADR activities and ADR organizations.

David H. Bernstein of Debevoise & Plimpton L.L.P. has been recognized as a leading IP lawyer by Chambers USA, The Best Lawyers in America, Global Counsel 3000, and Guide to the World's Leading Trademark Law Practitioners. He is counsel to the International Trademark Association and a member of the ADR panels at NAF, WIPO, CPR and HKIAC. Mr. Bernstein's practice focuses on trademark, advertising, domain name, right of publicity and copyright mediation, arbitration and litigation. He has served as a neutral in more than 135 cases and undergone specialized training for IP mediations through WIPO, CPR, INTA and PLI.



David H. Bernstein
Arbitrator/Mediator



Kevin Casey
Arbitrator

Kevin Casey has practiced IP law exclusively for over 20 years. He has provided counsel to his clients regarding the protection and enforcement of their IP and has represented them in litigation and prosecution matters. His practice has included a wide spectrum of technologies, focusing on medical products, consumer products, semiconductors, and materials applications. Since completing his first formal ADR training over a decade ago, Mr. Casey has been certified by both courts and private entities. Today, his ADR practice includes negotiating agreements, representing clients in mediations and arbitrations, and serving as a neutral in ADR proceedings.



James Cole

Arbitrator/Mediator

James Cole's mediation skill is founded upon 35 years of litigation in California, Florida, Louisiana, Kansas, Michigan, Minnesota, Ohio, Pennsylvania and Wisconsin. He mediates not only IP disputes but also commercial and construction cases, possessing experience in numerous industries including biotechnology, computer technology, pharmaceutical/medical equipment, finance and construction. He has been admitted to practice before the United States Supreme Court and the Court of Appeals for the Federal Circuit and the Third, Sixth, Seventh and Eleventh Circuits. Mr. Cole is certified by Franklin Pierce Law Center as a mediator of intellectual property disputes.

G. Gervaise (Gerry) Davis is an internationally known computer and technology law expert who has specialized in copyright, trade secret, trademark and technology licensing matters for nearly 46 years. Mr. Davis founded the boutique law firm Davis & Schroeder and has represented literally hundreds of computer software and hardware companies during his career. He taught at Monterey Law School and Santa Clara Law School and authored an early software protection book, *Software Protection and Licensing*, now out of print. He is currently an NAF panelist and serves as an arbitrator and mediator in high technology disputes.



**G. Gervaise
(Gerry) Davis**

Arbitrator/Mediator



Louise E. Dembeck

Arbitrator/Mediator

Louise E. Dembeck is a full-time dispute resolution professional following 25 years as Senior Vice President, International, and Chief Intellectual Property Counsel for Time Warner Inc. She is a Fellow of the College of Commercial Arbitrators, President of the Association for Conflict Resolution (Greater NY Chapter) and has served as a mediator, neutral, party appointed arbitrator and panel chair in more than 280 complex business, contract and commercial disputes. Her experience spans a wide range of industries, including author's rights, copyright, domain name disputes, entertainment, motion picture, music, publishing, trademark, and other IP, international, media and communications matters.



Michael Doland

Arbitrator

Michael Doland received his mediation training from the International Trademark Association (INTA) and is a member of the INTA Panel of Neutrals. Mr. Doland possesses 30 years of experience in business transactions, litigation and arbitration, in which he has served as both arbitrator and legal counsel. He has extensive experience in domain name jurisprudence and other IP issues (such as licensing) and boasts nearly ten years active membership in INTA. While Mr. Doland's practice is based in Los Angeles, California, 75% of his clients are headquartered in France, Italy and Spain; accordingly, he brings an international sensibility and foreign language fluency to his IP practice.

M. Scott Donahey is an experienced arbitrator and mediator of intellectual property disputes. He is a member of the Technology Panel of the CPR Panel of Distinguished Neutrals and the panel of the WIPO Arbitration Center, where he acts as an instructor for the WIPO Arbitration Workshop and for the WIPO Workshop on Domain Name Dispute Resolution. He is the author of numerous publications on the use of ADR in resolving intellectual property disputes. Based in Palo Alto, California, he also serves as Adjunct Professor of Law and teaches courses in Law and Technology, and in International Dispute Resolution.



M. Scott Donahey

Arbitrator/Mediator



Sandra J. Franklin, Esq.

Arbitrator/Mediator

Sandra J. Franklin, Esq. has been a corporate and intellectual property attorney since 1983 and an ADR provider since 1987. Ms. Franklin serves on various state, national and international ADR panels and specializes in technology, patent, copyright, trademark, trade secret, licensing, employee, government contract, joint development and computer/Internet disputes. Her career highlights include being IP Counsel and Patent Chair for General Dynamics Land Systems, the Michigan Biotechnology Institute, the Michigan Economic Development Corporation and other technology incubators, a global software company, various spin-offs from the University of Michigan, and U.S. Army JAG service in support of computer procurement.



Estella S. Gold

Arbitrator

Estella S. Gold chairs the E-Commerce and High Technology Practice Group at White and Williams L.L.P. and serves as counsel in its Business Department. Ms. Gold received her bachelor's degree in mathematics from Smith College in 1964 and her J.D. degree from Rutgers University in 1981; her current practice focuses on intellectual property, Internet, and computer law. She is a member of the Philadelphia Intellectual Property Lawyers Association, the American Intellectual Property Lawyers Association, the Cyberspace Committee of the Philadelphia Bar Association (Past Vice Chair), and American Bar Association. Ms. Gold is certified as a neutral arbitrator in domain name disputes for ICANN and in e-commerce disputes for AAA.

Richard Grauer, Esq., an intellectual property lawyer since 1965 and an experienced litigator, now concentrates on serving as special master, facilitative mediator and arbitrator in IP disputes, and expert witness in patent cases. He has received formal training in arbitration case management and mediation, and is a member of the CPR Technology Panel of Neutrals. Prior to becoming a lawyer, he served as a USPTO patent examiner and holds bachelor's and master's degrees in mechanical and automotive engineering. He has been listed in the IP Section of Best Lawyers in America since 1993.



Richard Grauer, Esq.

Arbitrator/Mediator



Seymour Hollander

Arbitrator/Mediator

Seymour Hollander has spent more than 40 years in the practice of intellectual property law. He served as General Patent Counsel at Bell Telephone Laboratories when it was owned by AT&T and supervised the efforts of 90+ patent attorneys. A graduate of New York University, he earned degrees in electrical engineering and law and was elected to the Law Review. He has mediated and arbitrated patent and license disputes concerning software, semiconductors, printing press, automobile parts, medical devices, greeting card manufacture, etc. At AT&T, he managed more than 60 patent litigations and hundreds of patent license and tech info agreements.



Hariram Jayaram
Arbitrator/Mediator

Hariram Jayaram, LL.B. (Hons) (Singapore), LL.M. (London), is actively involved in the international ADR community. Mr. Jayaram is an advocate and solicitor of the High Court of Malaya and the Supreme Court of Singapore; he is also a barrister, solicitor and proctor of the Supreme Court of Western Australia. He is a notary public, as well as a patent, trademark, and designs agent, and is the managing partner of RamRais & Partners in Kuala Lumpur. He has handled cases involving IP, corporate and commercial law in the courts of Malaysia; he renders domain name decisions as a member of the WIPO Arbitration and Mediation Panel of Neutrals; and he is a member of the Malaysian Mediation Centre.

Sanford Jossen, Esq. maintains an active litigation practice which he began 23 years ago. He has handled cases in several practice areas, including business litigation, partnership and corporate disputes and dissolutions, personal injury, medical and dental malpractice, legal malpractice, attorney-client disputes, entertainment industry matters, real estate, landlord-tenant, and trademark and copyright infringement. Mr. Jossen has served as an ADR neutral for the last 18 years; he is currently a mediator and arbitrator for the Los Angeles Superior Court, California Court of Appeals, United States District Court—Central District, AAA and International Center for Dispute Resolution.



Sanford Jossen, Esq.
Mediator



Rodney C. Kyle
Arbitrator

Rodney C. Kyle (LL.B., Osgoode, 1986; B.Sc., Geophysics, York, 1982) is an arbitrator, lawyer, and trademark agent of Canada and the U.S. Since 1986, Mr. Kyle has focused on Canadian, U.S., and international IP, including trade secrecy, copyrights, patents, and trademarks, as well as IP-related contracts and torts. He belongs to several ADR associations; most notably, he is a Fellow of the Intellectual Property Institute of Canada, where he is a member of the organization's ADR Committee and chairs its Licensing Committee. He has been sole panelist, co-panelist, or chairperson on over 20 domain name ADR proceedings. His papers on general and IP-specific arbitration and IP-instrument construction are widely cited in ADR literature and IP literature.



Dr. Urs Lauchli

Arbitrator/Mediator

Dr. Urs Lauchli is a multilingual international attorney with over fifteen years of experience in ADR. He is admitted to practice in Switzerland, New York, and California. He received his law degrees from the University of Zurich and Georgetown University and his doctorate from Stanford University. He has served as a neutral in hundreds of ADR cases, and handles intellectual property, commercial, international trade and other civil disputes. He is also a corporate consultant in dispute resolution and ethics in the U.S. and Europe, an author of books and articles on ADR and the law, and a frequent speaker on mediation and arbitration.

John Lautsch is an “AV” rated lawyer in the high tech industry and a trained arbitrator. Mr. Lautsch is well acquainted with the topics of unfair competition, trade secrets, copyright, trademarks, patent disputes, and complex litigation. He served two consultancies to the United States Congress: one to assess the impact of government computerization on civil liberties, and the other to assess the impact of computerization on U.S. intellectual property rights. He is admitted to practice in all California courts and the following U.S. Courts: Ninth Circuit Court of Appeals, Central District of California, Northern District of California, Eastern District of California, and Southern District of California.



John Lautsch

Arbitrator



Alan L. Limbury

Arbitrator/Mediator

Alan L. Limbury, M.A. (Oxon.), MDR (UTS), MCI Arb, has been a Specialist Accredited Mediator by the Law Society of New South Wales since 1994 and is a member of the Chartered Institute of Arbitrators. He received his Barrister-at-Law from Inner Temple, U.K. in 1964 and practiced commercial litigation in Sydney through 1996. Mr. Limbury has received extensive training in negotiation and mediation from institutions such as Harvard and CDR (Colorado) to compliment his 40+ years of experience in all aspects of intellectual property protection, franchising and licensing. In addition to teaching ADR at two Universities, he has mediated over 750 significant commercial disputes in Australia, New Zealand and the UK.



Alan McCollom, Esq.
Arbitrator/Mediator

Alan McCollom, Esq. has over 25 years of experience as an EE patent attorney. He has prepared and prosecuted hundreds of patent applications relating to electronics and computer technologies, with significant experience in semiconductor processes, DRAM cells and circuits, digital compression, cryptography, analog ICs, and web-site analytics. Mr. McCollom has practiced litigation and USPTO inter partes proceedings, and negotiated and drafted IP license agreements. He has served as mediator in numerous small claims court cases in Multnomah County (Oregon) District Court. Mr. McCollom has also served as special master, sole arbitrator, or arbitrator on a three-member panel (including as chair), with amounts in controversy ranging to millions of dollars.

Pete Michaelson has been an arbitrator and mediator of international and domestic IP, IT, technology and telecommunications billing/interconnection disputes since 1991. His experience includes patent disputes involving complex electronic, computer-based and communication technologies, mechanical technologies and pharmaceuticals; he has also handled trademark, IT and domain name disputes. Mr. Michaelson has served as a mediator and court-appointed expert in patent law involving electronic and mechanical technologies in USDC DNJ and EDNY, and has mediated a wide range of substantive legal areas for the NJ Superior Court. Mr. Michaelson is a member of the NJ, NY, PA and AK bars and a registered patent attorney with USPTO.



Pete Michaelson
Arbitrator/Mediator



David P. Miranda
Arbitrator

David P. Miranda is an experienced litigator and partner with the intellectual property law firm of Heslin Rothenberg Farley & Mesiti P.C. of Albany, New York. As an arbitrator of IP disputes, Mr. Miranda has rendered decisions regarding such famous trademarks as McDonald's, Amazon.com, Bausch & Lomb, and ChevronTexaco. He commenced some of the first domain name proceedings before the WIPO and was counsel in one of the first New York cases determining enforceability of online agreements. He is admitted to practice in New York, U.S. District Courts in New York and Massachusetts, the Second Circuit and Federal Circuit Court of Appeals, and the U.S. Supreme Court.



Bruce O'Connor, Esq.
Arbitrator/Mediator

Bruce O'Connor, Esq., B.E.E. (University of Cincinnati), J.D. (Georgetown), is Of Counsel at Christensen O'Connor Johnson Kindness P.L.L.C. In his 40+ years of active practice, Mr. O'Connor has represented numerous clients in the U.S., Europe and Asia on international IP matters. His expertise includes patent law technical subject matter, the preparation and prosecution of trademark applications, and the negotiation of intellectual property agreements. He has acted as arbitrator and mediator in numerous IP disputes, as well as lead counsel in the litigation and arbitration of patent, trademark, domain name, trade secret and copyright disputes. He currently limits his practice to IP counseling and management, expert witnessing, and acting as a neutral.

Mark V.B. Partridge is a partner with Pattishall, McAuliffe, Newbury, Hilliard & Geraldson in Chicago. A Harvard Law School graduate, he has over 20 years of experience with intellectual property law and ADR as an advocate, adjunct law professor, federal court mediator and ICANN UDRP panelist. In 1998, Mr. Partridge was selected by the UN's World Intellectual Property Organization as an expert on the Internet domain name dispute resolution process. He has been a Director of the American Intellectual Property Law Association and President of the Lawyers Club of Chicago, and recently authored *Guiding Rights: Trademarks, Copyright and the Internet*.



Mark V.B. Partridge
Arbitrator/Mediator



Robert I. Pearlman
Arbitrator

Robert I. Pearlman has been an intellectual property attorney for over 30 years. His experience includes engaging in private practice and heading the patent and licensing function for EXXON and the BOC Group. He has served as an ADR professional since 1985, resolving contract, joint development, trade secret and patent disputes. He is a member of the CPR Dispute Resolution panel and AAA panel. Mr. Pearlman is an adjunct professor at Columbia University where he teaches intellectual property law. He holds B.S. and M.S. degrees in Chemical Engineering from Columbia University and a LL.B. from Fordham.



Gene E. Royce, Esq.
Arbitrator/Mediator

Gene E. Royce, Esq. is an experienced litigator and neutral based in San Diego, California. He has tried over 100 jury trials to a conclusion and is a member of the American Board of Trial Advocates. Mr. Royce received his bachelor's degree in Mechanical Engineering and his J.D. from the University of Arizona, and was admitted to the Arizona Bar in 1969 and the California Bar in 1970. He is licensed by the U.S. Patent and Trademark Office and received mediation training from the Pepperdine School of Law. Mr. Royce has mediated numerous IP cases and serves as a mediator for the San Diego Superior Court Civil Mediation Program.

David Safran is a partner with the firm Roberts, Mlotkowski & Hobbes with over two decades of intellectual property experience. Mr. Safran has held leadership positions in the IPO and AIPLA, and represented the Intellectual Property Constituency on the ICANN Names Counsel's Transfer Task Force. He is admitted to practice in the District of Columbia and Virginia, and before the U.S. Patent and Trademark Office, U.S. Court of Appeals for the District of Columbia, U.S. Court of Appeals for the Federal Circuit, and the U.S. District Court for the Eastern District of Virginia.



David Safran
Arbitrator/Mediator



Harrie Samaras
Mediator

Harrie Samaras heads RatnerPrestia's ADR practice, representing clients in ADR proceedings, counseling clients about ADR provisions and serving as a neutral for courts and organizations such as NAF, AAA, WIPO and CPR. She also represents clients in trial and appellate matters involving intellectual property. Harrie served as a Patent Examiner in the medical arts, a staff attorney and law clerk at the U.S. Court of Appeals for the Federal Circuit, Director of IP Litigation for a Fortune 500 company, and Vice President, Intellectual Property for a drug delivery company. She writes, lectures and teaches about intellectual property and ADR.



Jeffrey Samuels

Arbitrator

Jeffrey M. Samuels is the David L. Brennan Professor of Law and Director of the Center for Intellectual Property Law and Technology at The University of Akron School of Law. He is also engaged in the practice of trademark and related unfair competition law and serves as an expert witness and consultant in trademark litigation. Mr. Samuels served as the Assistant Commissioner for Trademarks at the U.S. Patent and Trademark Office from November 1987 to January 1993, and has served as an arbitrator and mediator in many domain name and other trademark-related disputes.

Steven L. Schwartz is the Managing Principal of ADRSolutions, L.L.C., and is devoted, full-time, to providing national and international mediation and arbitration services in intellectual property and hi-tech matters including copyright, trade secret, patent, licensing, R&D and strategic alliances. As a former practicing trial and commercial transaction lawyer for nearly 30 years, he represented clients throughout the U.S., Europe, Middle East, Pacific Rim, Canada and the former Soviet Union. Mr. Schwartz is the immediate Past President and a Founding Fellow of the International Academy of Mediators, a former law school professor, mediation trainer, author and lecturer.



Steven L. Schwartz

Arbitrator/Mediator



Thomas Sheran

Arbitrator

Thomas Sheran is a private practitioner in the field of commercial and business litigation. In almost 35 years of practice, Mr. Sheran has enjoyed recognition as a “Minnesota Leading Attorney” in commercial litigation by the American Research Council, and received Attorney General’s Special Achievement and Special Commendation Awards as a trial attorney for the U.S. Department of Justice. He has been certified as a Civil Trials Specialist by the Minnesota Board of Legal Certification. He has taught antitrust and Internet law at Hamline University School of Law and is currently an adjunct faculty member at the University of St. Thomas, where he lectures on legal issues in technology.



**Dr. Mario A. Sol
Muntañola**

Arbitrator

Dr. Mario A. Sol Muntañola dedicates his legal practice exclusively to intellectual property and related matters, and his legal and IP experience are ideal compliments in specialized IP arbitration. He has been the senior partner of Sol Muntañola & Asociados since 1990 and teaches at the ESADE (Universidad Ramón Llull de Barcelona) as a professor of intellectual property. Dr. Sol Muntañola has penned many articles on IP and wrote his doctoral thesis on parody as a limit to author's rights. Presently, he serves as a panelist for WIPO, NAF, WAQALAT, and other organizations.

M. Kelly Tillery is a partner in the Intellectual Property Group and Commercial Litigation Department of Pepper Hamilton L.L.P., where he focuses his practice on IP, e-commerce and business litigation. In addition to his law practice, Mr. Tillery is a frequent lecturer and author on IP and Internet law topics. He is an adjunct professor in the Legal Studies Department of the Drexel University LeBow Graduate School of Business. He often serves as an expert on intellectual property issues and an arbitrator in IP disputes and Internet domain name disputes.



M. Kelly Tillery

Arbitrator



Greg Victoroff

Arbitrator/Mediator

Greg Victoroff is a partner in the Los Angeles law firm of Rohde & Victoroff. He received his J.D. from Cleveland-Marshall College of Law and studied copyright and entertainment law with the late Melville Nimmer at UCLA. Since 1979 his practice has involved negotiating copyright and trademark licenses as well as arts and entertainment contracts in the fields of publishing, film, recording, and the fine arts; additionally, Mr. Victoroff handles trials and appeals in state and federal courts. He has more than 20 years of experience as a mediator and arbitrator and is a frequent lecturer and author on copyright and trademark law.



National
Arbitration
Forum®

6465 Wayzata Blvd., Suite 500
Minneapolis, MN 55426
877-655-7755
www.adrforum.com

© 2006 National Arbitration Forum
® Registered trademark of the National Arbitration Forum
IP 03/06