



# High School Highlights

## Heschel Builds its Portfolio of Intellectual Property

A number of companies, such as IBM, Texas Instrument and Xerox, have traditionally licensed part of their extensive patent portfolios as a simple way to boost their bottom line. Royalties are a solid source of income in good times and bad.

A recent article in The Wall Street Journal noted how companies that have previously not relied on their intellectual property to generate income are re-thinking this strategy during these times of shrinking earnings. Companies are not only beginning to license their own technology, but are also aggressively pursuing legal action against other companies that it believes are infringing on their patents, and are even buying other companies just to have access to their patent portfolios.

What has this got to do with Heschel?

In the Innovation and Technology senior elective, the students have been working towards building a patent portfolio under the guidance of Charles R. Macedo, a partner at the patent law firm of Amster, Rothstein & Ebenstein, LLP, and his associate, Mark Berkowitz. Charley is the author of *The Corporate Insiders Guide to US Patent Practice*, published by Oxford University Press.

Charley and Mark review all the students' ideas and select those they feel are most promising. The students then carry out a rigorous prior art search, generate the figures for the application, and provide disclosures of their inventions to Charley and Mark. Charley and Mark, in turn, write the patent applications. Throughout this process, the applications are reviewed and modified until a final application is ready. The filings themselves require extensive paperwork, which was unusually heavy last year given that there were fifteen inventors on the three applications. All patents are assigned to Heschel who owns the rights to the technologies.

In what areas does Heschel have patent applications?

If you have difficulty getting out of bed in the morning and would like a collapsible air mattress to rouse you, if you have bad posture and would like a chair that encourages good posture, if you work in a place that requires use of protective gloves and you need a method to prevent you from leaving a restricted area while still wearing the gloves, if you have a habit of losing

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one of a pair of shoes and need a simple way of keeping the shoes together, if you like to serve your fruits and vegetables cold, and if you have a habit of cutting through the electric cord with your hedge trimmer and would like to prevent this from happening, come to Heschel! We have the technology to solve these problems.

This coming year, thirteen additional students in the Innovation and Technology class will be matching their wits against other inventors the world over, and our mentors at Amster, Rothstein & Ebenstein, LLP, will once again be guiding us through the process of protecting our technology.

Isaac Secemski  
*HS 10th Grade Dean*

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### Come See the Current Architectural Plans of our Future Campus

The Sept 24th Town hall Meeting at 7pm in the 89th St. building will give you an opportunity to see the current architectural plans for the One Campus Plan as well as becoming informed of the process. Please e-mail Carol Weintraub at [carolw@heschel.org](mailto:carolw@heschel.org) if you plan to attend so we can best plan for the evening.