

Company profile: **SCHWEGMAN, LUNDBERG, WOESSNER**

## SLW's patent quality, added value programs offer clients cost-effective IP services

**S**chwegman, Lundberg & Woessner is a boutique firm specializing in intellectual property law, serving such well-known clients as Ebay, Adobe, Intel, and several Universities. In the 15 years since it was founded, the firm has gained a national reputation for its high quality patent work, and was ranked number one in overall patent quality by Patent Ratings LLC for three consecutive years.

Schwegman, Lundberg & Woessner (SLW) offers a full range of expertise in more than 100 practices areas, including software, mechanical, pharmaceutical chemistry, biotechnology, electrical engineering, semiconductor and medical devices. It has 85 attorneys who practice out of Min-

neapolis, Silicon Valley, and Austin, Tex. Several of the firm's attorneys as well as its three principal partners, Mike Schwegman, Steve Lundberg and Warren Woessner, have made Minnesota's "Super Lawyers" list.

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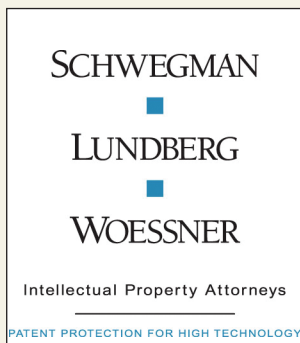
SLW is proud of its client-focused, approachable environment. It attracts companies of all sizes and provides one-on-one attention through an assigned case management group. "We do a lot of work for very small companies that are just getting started, entrepreneurs who come in with

an idea, all the way through emerging growth and large companies," said Steve Lundberg. "We work hard for small companies to help them get properly oriented in the intellectual property phase."

The firm is also known for its foresight into client needs beyond patent prosecution, and providing programs that add value. It developed an innovated case management application called FoundationIP that gave clients the ability to track each step in the patent prosecution process while maintaining tight collaboration with their attorneys. Foundation IP is now being used globally by other IP firms, patent attorneys and inventors.

More recently, SLW introduced ClaimBot, a proprietary software

program that allows clients to map, mine and evaluate their patent portfolios and better track and organize their claims'



**Steve Lundberg**

strengths or weaknesses across different industries. It also allows the firm to track every detail of the client's patents and file histories through their prosecution.

"ClaimBot ensures clients get the most comprehensive and effective patent protection possi-

ble and helps them easily identify opportunities to use their patents for licensing, to protect their products or to assert their patents to achieve royalties," explained Lundberg.

The program was developed by Lars Svennson of Lucid Patent LLC, who recognized that many clients, particularly small and mid-size companies, have a difficult time keeping track of their patent portfolios and understanding how their intellectual property compares with their competitors.

"ClaimBot provides an overview of

the patent and all the details in a format that is easily understood and accessible to all the stakeholders," said Svennson. "We can create very informative charts of the coverage of their patent claims, and search the ClaimBot database to find patents that are most relevant to any technology."

With ClaimBot, SLW is one of the few firms that can cost-effectively offer this service to small companies. "It's difficult for them to imagine that their patent is an asset that can be leveraged to make money," said Lundberg. "They can also see what competitors have and then avoid infringing on them. It's much cheaper to see what's in the whole landscape and license what you need, than to spend a whole lot of resources on R&D."

With SLW's history of patent quality, wide-ranging expertise and proprietary tools and research methodologies, Lundberg said the firm is capable of helping small companies acquire the most cost-effective IP services.

"One of our core values has always been focused on client service, to devise innovative ways to serve them better," he said. "We tend to think that we are reasonably priced for the amount of added value we have for our customers."

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