

# BOLD BULLETIN

WINTER 2018, ISSUE 7

**HAVE A BOLD IDEA?**  
LET'S TAKE IT TO THE NEXT LEVEL



## Bold Patents: A New Name for a New Era

I'm so excited about our new brand, "Bold Patents". It is such a breath of fresh air to finally be focused in our practice area of specialty. Patent Law is what we're known for, it is what we love and enjoy doing for our beloved inventors, business owners, and entrepreneurs. What a perfect time for it too, right? The New Year is fresh in everyone's mind, new goals, aspirations, and dreams – why can't we change too?

What's nice is that we get to hold on to our identity as a firm, and be able to actually stand out even more than we have in the past as *THE* firm to go to for patents. Our team is already putting plans in place to rally around this focus on Patent Law, dig

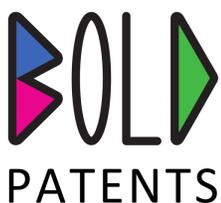
in to the recent case law, be in tune with patent examiners' latest guidance, and increase proficiency/understanding of the emerging areas of technology better than before, including: virtual reality and artificial intelligence to drones, robotics, green technology, smart cars/homes, medical devices and therapies and cryptocurrencies, just to name a few! If you can't tell, it's absolutely thrilling to be working on the cutting edge of technology, we couldn't be doing what we're doing at a more exciting time than now.

This year, we're going to be getting the Bold word out more than ever. I'll be teaching at SURF Incubator, co-working spaces, and high schools. In addition, I'll be leading seminars and CLE lectures on

Patent law and the changing landscape for prosecution and litigation. We will continue to develop our Bold Attorney Network further and grow our list of Host firms that Bold IP is Of Counsel to. This network is a powerful way for our firm to serve a broader client base through quality business and transactions law firms across the nation.

I'm so thankful and I feel very blessed and fortunate to have such a great team and great clients. My only hope is that we can continue to grow and serve more clients to help them bring their ideas and inventions into reality.

- Founding Patent Attorney,  
J.D. Houvener



### INSIDE THIS ISSUE:

- 1) Bold Patents: A new Name for a New Era
- 2) Client Showcase: Gene Juarez & American Independence T-Shirt Co.
- 3) 2018 Winter Olympics Coverage

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# CLIENT SHOWCASE

At Bold IP, we cherish our relationships with our clients. We are particularly proud when we get to help local businesses obtain trademark registrations for new launches and branches. We recently had the pleasure of helping two businesses apply for trademark registrations.

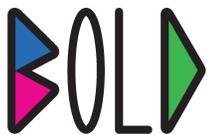
## GENE JUAREZ

SALONS & SPAS

Gene Juarez Salons & Spas we assisted with its trademark registration applications for the wordmarks 'GJ Men' and 'Gene Juarez Men,' and the design mark 'GJ Men' for their first-ever standalone men's salon. Gene Juarez is an award-winning salon and spa that has been serving its Pacific Northwest clients since 1971, and it has since grown to ten locations. Gene Juarez has now introduced Gene Juarez Men at The Shops at the Bravern alongside the salon and spa, where it offers a variety of salon services only for men.

## American Independence T-Shirt Co.

For American Independence T-Shirt Company, we assisted with its trademark registration application for the wordmark 'American Independence T-Shirt Co.' American Independence T-Shirt Company is based in Edmonds, Washington and it designs t-shirts that are funny, witty, patriotic, weird, inspirational, and politically incorrect. American Independence T-Shirt Company invites its customers to wear their laughter on their shirts.



INTELLECTUAL  
PROPERTY

*Simplified*

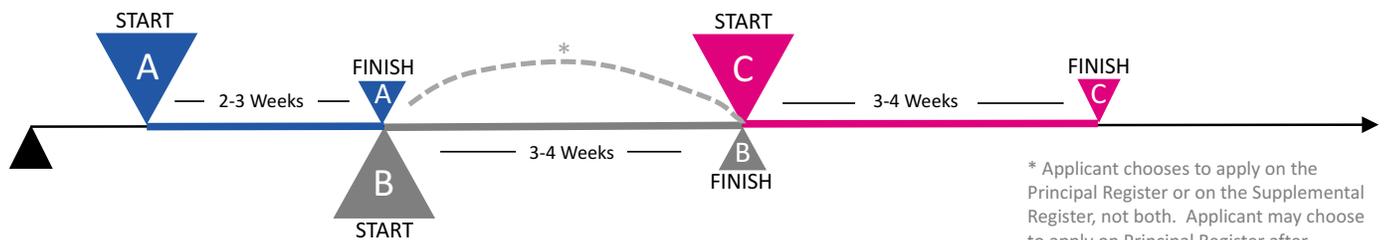
## A-B-C Trademark Application Process Flow

### Trademark Search:

- Takes 2-3 Weeks
- Answer on Trademark Availability
- Recommended Path Forward

### Principal Register Trademark Application:

- Takes 3-4 Weeks
- Detailed list of goods/services \*\*
- Description of the mark
- Grants trademark national recognition and protects from infringement throughout US



### Initial Consultation:

- Eligibility Issues
- Ownership
- Areas of Commerce
- Goals of Business

### Supplemental Register Trademark Application:

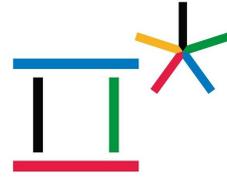
- Takes 3-4 Weeks
- Detailed list of goods/services
- Description of the mark
- Grants trademark recognition in specific state and protects from infringement in that state

\* Applicant chooses to apply on the Principal Register or on the Supplemental Register, not both. Applicant may choose to apply on Principal Register after trademark is registered on Supplemental Register, but usually not vice versa.

\*\*When applying for a trademark on the Principal Register, can apply for a mark already in use or can apply on an intent to use basis.

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PyeongChang 2018



Feb 2018	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25
	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Opening Ceremony		●																
Alpine Skiing																		
Biathlon																		
Bobsleigh											●		●				●	
Cross-Country Skiing																		
Curling	●	●	●	●	●		●	●	●	●	●	●	●	●	●			
Figure Skating		●		●			●		●			●		●				●
Freestyle Skiing		●						●				●						
Ice Hockey			●	●	●	●	●	●	●	●	●	●	●			●		
Luge			●		●													
Nordic Combined																		
Short Track Speed Skating																		
Skeleton								●										
Ski Jumping	●								●									
Snowboard			●									●		●	●			
Speed Skating																		
Closing Ceremony																		●

\*All times stated in the competition schedule are based on Korean Standard Time (KST).

<https://www.pyeongchang2018.com/en/schedule>

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## **BOLD EMPLOYEE SPOTLIGHT: Maegan Harris**



Maegan Harris is the Chief Operating Officer here at Bold IP.

Maegan came to our firm with a strong background in account management, sales, and business development. She attributes her success in these areas to her strong communication and organizational skills, ability to find a resolution to any problem and a great sense of humor.

A true Washington girl, Maegan grew up in Shoreline and graduated from Central Washington University in Ellensburg. She enjoys being outdoors with her husband, 2 kids and 2 dogs, is a die-hard Mariners and Seahawks fan, and loves a good book.