

## Acquiring Trademark Rights in Foreign Countries



Date: **Thursday, October 18, 2012**

Time: 12:00pm - 1:00pm

Speaker: Rick Abegglen, Attorney

Agenda: Informal networking will begin at 11:30am.

Presentation will begin at 12:00pm.

Location: Promega BioPharmaceutical Technology Center  
5445 E Cheryl Pkwy, Room Number: 122  
Fitchburg, WI 53711



Menu: Pizza buffet provided: \$5 for IEEE members, \$10 for non-members, **free for students.**

RSVP: Deadline: Oct. 15. Go to [https://meetings.vtools.ieee.org/meeting\\_view/list\\_meeting/14391](https://meetings.vtools.ieee.org/meeting_view/list_meeting/14391) to register. Please send questions or difficulties to CJ Gervasi at: [cj@cgervasi.com](mailto:cj@cgervasi.com)

*Non-member guests are always welcome!*

### Abstract

Trademarks are an important and valuable part of any business. If you sell internationally, you run the very real risk that somebody else might register your trademarks in a foreign country of interest before you do. This presentation is about how you can protect your trademark rights in foreign countries fairly easily and at a reasonable cost. We will explore: trademarks, general filing rules – old and new, how and why laws were changed, international filing, typical costs, and United States considerations.

### Biography

Mr. Rick Abegglen is an attorney in private practice in Madison, and has twice served as adjunct lecturer in Trademarks at the University of Wisconsin Law School. Prior to law school, he enjoyed a 15-year career in electrical engineering career in the Silicon Valley, starting at Intel in 1984, and then with several startup companies. He has travelled to more than 20 countries, and likes foreign trademarks, stamps, and money. His engineering specialties have been semiconductor equipment, high performance computing for manufacturing automation, and most recently networking and internet security. He holds BS and MS degrees from the College of Engineering at the University of Wisconsin, where he got his most valuable experience working in the repair shop of the EE department. He has been a member of the IEEE for 22 years.

### Ethics Seminar!

Get credit for Wisconsin's new ethics continuing education requirement for PEs.

When: November 7th; 10:30 am to 1:00 pm

Where: Promega BioPharmaceutical Technology Center

How: Check-in starting at 10:00 am; 30 minute lunch in the middle of the seminar

Who: Laura Grossenbacher, PhD and Howard Rosen, PhD

UW-Madison, Dept. of Engineering Professional Development

**Pre-registration is strongly encouraged** -- see next page for full details.

### IEEE Entrepreneurs & Consultants Network, Madison Networking Meeting

Date: **Thursday, October 4, 2012**

Time: 12:00pm to 1:00pm

Purpose: Presentation, topic TBD.

Location: TBD

Parking: TBD

Process: Members are encouraged to make introductions, describe endeavors, and make request for: contacts in target companies, needs, resources. Bring your elevator speech and rolodex!

RSVP: Tim Chapman ([PrettyGoodGUIs@TrueNym.NET](mailto:PrettyGoodGUIs@TrueNym.NET))

## Ethics Training for PEs

Date: **Wednesday, November 7, 2012**

Time: 10:30am - 1:00pm

Speaker: Laura Grossenbacher, PhD and Howard Rosen, PhD.

Agenda: Pre-registration will begin at 10:00am.

Presentation will begin at 10:30am.

Location: Promega BioPharmaceutical Technology Center  
5445 E Cheryl Pkwy, Room Number: Auditorium  
Fitchburg, WI 53711



Menu: Pizza buffet provided: \$5 for IEEE members, \$10 for non-members, **free for students.**

RSVP: Deadline: Nov. 2. Go to [https://meetings.vtools.ieee.org/meeting\\_view/list\\_meeting/14397](https://meetings.vtools.ieee.org/meeting_view/list_meeting/14397) to register. Please send questions or difficulties to CJ Gervasi at: [cj@cgervasi.com](mailto:cj@cgervasi.com)

*Non-member guests are always welcome!*

### Certificate Information

This course is approved for 2 professional development hours and fulfills the requirements for Professional Conduct & Ethics in all states (except FL). Attendees will receive University of Wisconsin-Madison certificates of attendance to document meeting the requirement. As of 2012, Wisconsin requires 30 hours of continuing education every two years, of which 2 hours must be in the area of Professional Conduct and Ethics. The complete rules from the WI Department of Safety and Professional Services (formerly Department of Regulation and Licensing) can be found at: [https://docs.legis.wisconsin.gov/code/admin\\_code/a\\_e/13.pdf](https://docs.legis.wisconsin.gov/code/admin_code/a_e/13.pdf)

### Abstract

This course will provide two professional development hours, satisfying the ethics requirement for professional engineering licensure in Wisconsin. After completing this seminar, attendees will be more aware of the fundamental canons of a recognized Code of Ethics for Engineers (particularly the IEEE code). They will recognize when they are facing a complex ethical dilemma, and be able to identify stakeholders and potential consequences for them (long-term costs, safety concerns, violations of privacy or rights, breaches of contracts, breaches of confidentiality, conflicts of interest, etc.). They will be asked to discuss and analyze situations involving multiple conflicting personal, professional, and ethical obligations.

### Biography

Howard Rosen is a Program Director in the Department of Engineering Professional Development, College of Engineering, at the University of Wisconsin-Madison. He specializes in developing continuing education programs on issues in public works infrastructure. His academic research interest is in the dynamics of technological development and organizational change. He has written and taught extensively on these subjects. Rosen received his doctorate from the Division of Social Sciences of the University of Chicago. He was a member of the Stanford University (Program in Values, Technology & Society) and on the faculty of the Illinois Institute of Technology. While at the Illinois Institute of Technology, Rosen was a member of the Center for the Study of Ethics in the Professions. He developed and taught the Center's first class on Engineering Ethics and was co-author of A SELECTED ANNOTATED BIBLIOGRAPHY OF PROFESSIONAL ETHICS AND SOCIAL RESPONSIBILITY IN ENGINEERING. As a member of the Department of Engineering Professional Development at the University of Wisconsin-Madison, he continues to teach a course on "Ethics in Public Works".

Laura Grossenbacher is Director of the Technical Communication Program in the Department of Engineering Professional Development, College of Engineering, at the University of Wisconsin-Madison. She holds a Ph.D. in English from the University of Texas at Austin, and has been teaching courses in engineering communication at UW-Madison for sixteen years. She has done consulting work in proposal writing for private engineering firms (such as HNTB, Inc. and Affiliated Engineers, Inc.) and has taught communication and ethics as part of the UW-Madison College of Engineering study abroad programs in both Toulouse, France, and Hangzhou, China. She is an active member of the Association for Practical and Profession Ethics, serving as a judge at their National Ethics Bowl collegiate competition since 2003. Her particular interests within engineering ethics have been informed by her work abroad and by her development of case studies for a capstone course she teaches for undergraduate engineering students, Current Issues in International Engineering. She has given several professional presentations on issues in engineering ethics, most recently at the APPE Conferences in 2011 and 2012 and at the Congress for Social and Ethical Implications at Arizona State University in November 2011. In January 2012, she was invited ethics faculty for the "NNIN Winter School," a two-week intensive study-abroad program held at UNICAMP, Brazil, designed for outstanding US and Brazilian graduate students, sponsored by the NSF.

Vol. 15, No. 9

Serving IEEE Members of South Central Wisconsin

October 2012

## SECTION Meetings

The third Thursday of Jan.-May and Sep.-Dec. is reserved for a meeting to provide recent research, developments, trends and/or innovations in one of our membership's technical areas.

## NETWORKING Meetings

The first Thursday of even numbered months is reserved for a meeting to provide networking opportunities for members who are consultants or entrepreneurs. Bring your elevator speech and rolodex!

## Section Meeting Schedule for 2012

(schedule subject to change)



January 19, EU e-Freight Software Initiative

February 16, Patent Law

March 15, Reverse Electrowetting

April 27, Signal Processing

May 17, Electricity Nanogenerators

May 22, Annual Wind Farm Tour

August 16, Why does my Design fail EMC?

September 20, Optimal Inductor Solutions

**October 18, International Trademarks**  
by Richard Abegglen

**November 7, Ethics Training Seminar**  
by Laura Grossenbacher & Howard Rosen

**November 16, Unraveling Tornadoes with Mobile Doppler Radar** by Robin Tanamachi

**December 20, Why Reference Models are Crucial to e-Logistics** by David Marca

## Networking Meeting Schedule for 2012

(schedule subject to change)

February 2, TBD

April 5, TBD

June 7, TBD

August 2, TBD

**October 4, TBD**

**December 6, TBD**

**SELECTION OF OFFICERS**

At the December monthly meeting, the IEEE Madison Section conducted its annual officer elections prior to the presentation:

**JOB BOARD AREA (NEW!)**

Check out [www.WIEES.com](http://www.WIEES.com) for electrical engineering jobs in Madison and the surrounding region. This site is maintained as a service for electrical engineers.

Jobs are displayed starting with the most recent postings first. You can filter results by location and job type. If you are hiring an electrical engineer in our area, for full-time or contract work, you can post the job in the Contact Us section.



**Nominations for 2013 Officers**  
It's that time of year again for Section members to nominate candidates for next year's Board of Directors. Send nominations to: [dmarca@openprocess.com](mailto:dmarca@openprocess.com).

**2012 OFFICERS**

David Marca, Chair  
[dmarca@openprocess.com](mailto:dmarca@openprocess.com)  
Steve Schultheis, Vice Chair  
[ss@ieee.org](mailto:ss@ieee.org)  
Charles Gervasi, Treasurer  
[cj@cgevvasi.com](mailto:cj@cgevvasi.com)  
Mark Vincent, Secretary  
[mvincent@ecw.org](mailto:mvincent@ecw.org)  
Tim Chapman, Web Master  
[prettygoodquis@truenym.net](http://prettygoodquis@truenym.net)

**2012 MEMBERS AT LARGE**

Dennis Bahr  
[bahr@inxpress.net](mailto:bahr@inxpress.net)  
Mitch Bradt  
[bradt@wisc.edu](mailto:bradt@wisc.edu)  
Craig Heilman  
[craigh@bugsoft.com](mailto:craigh@bugsoft.com)  
Clark Johnson  
[clarkjohnson@cpinternet.com](mailto:clarkjohnson@cpinternet.com)  
Thomas Kaminski, ECN Chair  
[kaminski@matcmadison.edu](mailto:kaminski@matcmadison.edu)  
Sandy Rotter  
[rotter@ieee.org](mailto:rotter@ieee.org)

**IEEE Madison Section Sponsors**

We thank the following sponsors for their support of the IEEE Madison Section, and for the valuable opportunities and services they provide to the Section and to its membership:



**EMC, Product Safety & Environmental Testing**  
Since 1983

Save time and money

*Learn to design your product for EMC in its early stages to avoid costly last minute fixes*



**EMC by Your Design**

An EMC Practical Applications Seminar and Workshop with a free 45 min. individual product design evaluation on Oct 26, take home proprietary computer program, expanded chapter on filter design, signal integrity, and signal return currents on PCB's

October 23-25, 2012 (Tues. - Thurs.)  
Hilton Hotel, Northbrook, IL



We are offering a special \$300 discount if you register by October 2, 2012

Classes fill quickly so register early  
email [cgorowski@dlsemc.com](mailto:cgorowski@dlsemc.com) or call 847-537-6400  
[www.dlsemc.com/emcdesignseminar](http://www.dlsemc.com/emcdesignseminar)

**EMC by Your Design**

**An EMC Practical Applications Seminar and Workshop**

**Tues. Oct. 23 – Thurs. Oct 25, 2012**

**Hilton Hotel, Northbrook, IL**

**847-537-6400**

[www.dlsemc.com/emcseminar](http://www.dlsemc.com/emcseminar)

Learn how to design your product so that it complies with EMC regulations can save you from having a finished product that fails during its regulatory compliance testing. Re-designing or adding fixes to a failed product can be expensive and time consuming. By taking the EMC by Your Design seminar, you will learn the fundamentals of electro-magnetic compatibility, including understanding the many EMC regulatory requirements such as FCC, CE, US Military, RTCA-DO-160 and those of most foreign countries. You will learn the methodology of how to minimize EMC problems, starting with the design process through final testing and approval, all of which will be brought to life through hands-on practical application to real life products. Also included will be a guided tour of the largest independent EMC and Product Safety facility in North America.

## IEEE Membership Level Upgrades

Those interested in upgrading their IEEE membership level should send their resumes or other information showing five years of significant performance in an IEEE-designated field to Charles J Gervasi ([cj@cgervasi.com](mailto:cj@cgervasi.com)). Madison Section Board will attempt to find Senior IEEE members knowledgeable in the applicant's area of practice who may be able to provide references. You are invited to attend the informal networking portion of the monthly Section meetings (starting at 11:30am) to meet the Section Board members and discuss intentions.

## 2012 Section Board Members

David Marca	Chair
Steve Schultheis	Vice Chair
Charles Gervasi	Treasurer
Mark Vincent	Secretary
Timothy Chapman	Webmaster
Tom Kaminski	ECN Chair
Mitch Bradt	Member at Large
Clark Johnson	Member at Large
Dennis Bahr	Member at Large
Craig Heilman	Member at Large
Sandy Rotter	Member at Large

## IEEE Madison Section Newsletter

Published 9 times per year (Jan.-May & Sep.- Dec.) by the Madison, Wisconsin Section of the Institute of Electrical and Electronic Engineers (IEEE), for its members in South-Central Wisconsin.

Online at <http://ieee-msn.truenym.net/>

For address changes: notify IEEE headquarters at: <http://www.ieee.org/> or [address-change@ieee.org](mailto:address-change@ieee.org). Editorial or comments contact: David Marca at: [dmarca@openprocess.com](mailto:dmarca@openprocess.com).

Permission to copy without fee all or part of any material without copyright notice is granted provided the copies are not made or distributed for direct communication advantage, and title of the publication and its date appear on each copy. To copy material with a copyright notice requires specific permission. Please direct all inquiries or requests to the IEEE Copyright Office. Thank you.

## About the IEEE

The Institute of Electrical and Electronics Engineers or IEEE (read I-Triple-E) is an international non-profit, professional organization dedicated to advancing technology innovation and excellence for the betterment of humanity. IEEE and its members inspire a global community through IEEE's highly cited publications, conferences, technology standards, and professional and educational activities. It has the most members of any technical professional organization in the world, with more than 300,000 members in around 150 countries. The IEEE consists of 38 societies, organized around specialized technical fields, with more than 300 local organizations that hold regular meetings. For more information, please visit: [www.ieee.org](http://www.ieee.org).



Reach over 700 IEEE members in South-Central Wisconsin with information on your products and services every month with an ad in this newsletter.

Our members have professional interests in computers, power engineering, signal processing, communications, industry applications and a number of other technical fields

For more information, contact Mitch Bradt at 608-263-1085 or [bradt@wisc.edu](mailto:bradt@wisc.edu).

Per issue rates:	1 Time	2 Times	5 Times	9 Times
1/16 Page (3.5x1.125)	\$53	\$46	\$42	\$40
1/8 Page (7x1.125 or 3.5x2.25)	\$82	\$74	\$68	\$67
1/4 Page (7x2.25 or 3.5x4.5)	\$129	\$118	\$112	\$110
1/2 Page (7x4.5 or 3.5x9)	\$205	\$192	\$185	\$183
Full Page (7x9)	\$330	\$315	\$306	\$303