

Summer 2020  
Patent Litigation  
Technology  
Tutorials Update

*of law have been complied with, and it has been determined that  
a patent on the invention shall be granted under the law.*

*Therefore, this United States*

# Patent

grants to the person(s) having title to this patent the right to exclude others from making, using, offering for sale, or selling the invention throughout the United States of America or importing the invention into the United States of America, and if the invention is a process,

Summer 2020  
**Patent Litigation**  
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**Newly expanded nationwide services.**

When client and fact finder expectations demand innovative, professional graphical communication, is your trial team poised to meet the challenge?

Taking full advantage of every such opportunity requires both **seasoned experience and instant bandwidth.**

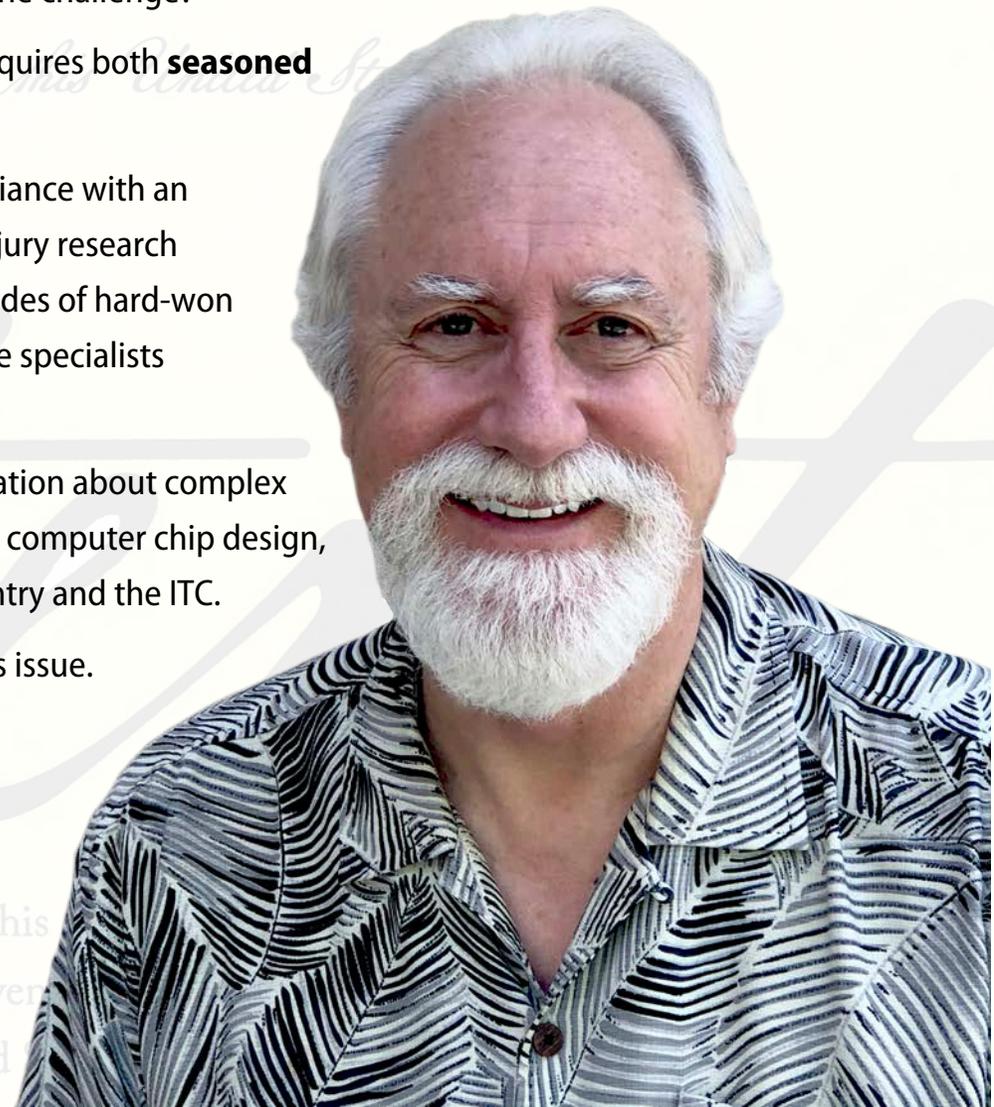
As I steer [Legal Arts](#) into its 5<sup>th</sup> decade, my new alliance with an established nationwide graphics, technology, and jury research partner gives you the best of both worlds: my decades of hard-won know-how combined with a deep bench of creative specialists available at moment's notice.

Our collaboration has already involved patent litigation about complex gaming software, fitness systems, medical devices, computer chip design, and telecommunications in venues across the country and the ITC.

All featured **technology tutorials**, the focus of this issue.

Please keep me in mind for your next case.

– **Jim Gripp**, President, **Legal Arts, Inc.**





# The Rise of PowerPoint as the Medium of Choice

## Why is PowerPoint the clear winner for tech tutorials?

### PowerPoint rules

PowerPoint is the preferred medium for most of the technology tutorials we produce today, far more than the once popular *Flash* and DVD-authored presentations. The reasons are simple: ease of use and cost savings.

### Flexibility

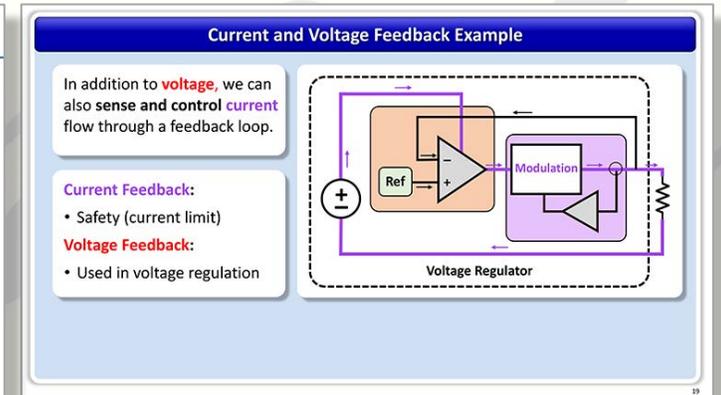
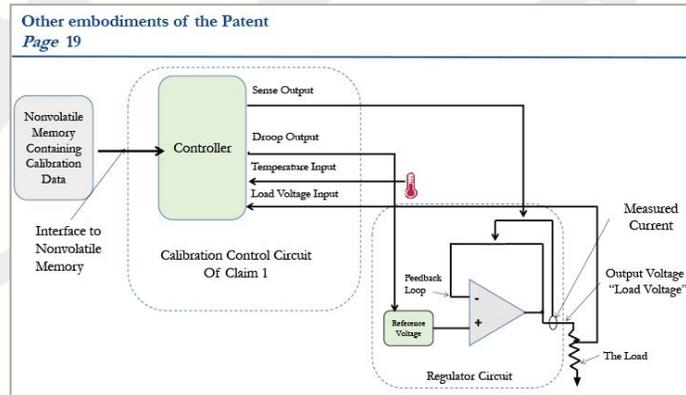
Clients really appreciate PowerPoint's lower cost, trial counsel love its user-friendliness and flexibility, and everyone likes to eliminate bottlenecks for last-minute organizational and content changes.

### Share the workload

PowerPoint makes it easy to start development in-house and even easier to make the myriad minor changes most tutorials require. PowerPoint drafts make excellent tutorial scripts because they prompt lawyers to think visually and structure presentations in small bites.

### Efficiency

Pros like PowerPoint because it is an increasingly stable platform that accommodates animated effects, voiceover narration, and very fast turnaround time.



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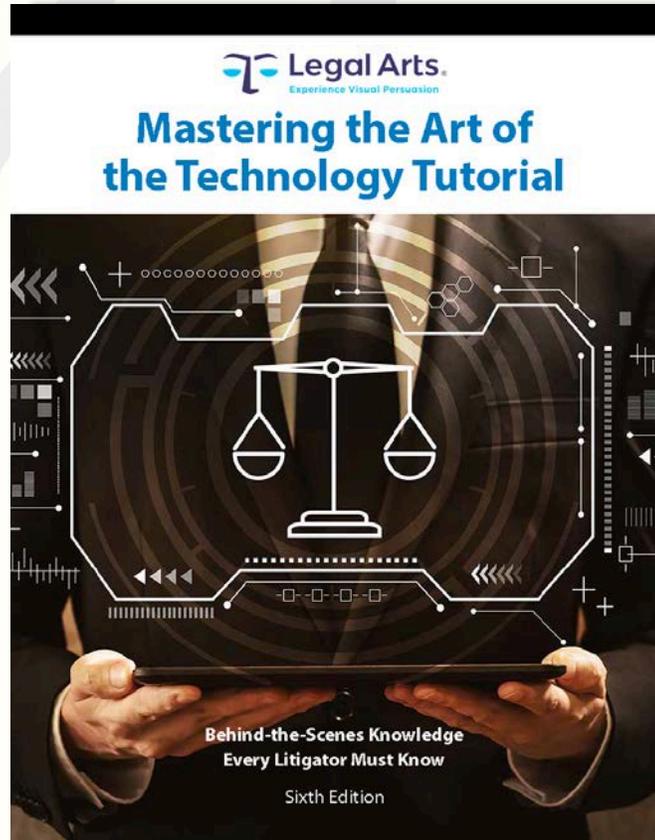
**New  
6th Ed.**

# Mastering the Art of the Technology Tutorial

## Get the Tutorial about Tutorials

### Substantially updated for 2020

48-pages of essential behind-the-scenes information every litigator must know. Leverage our 100+ technology tutorials experience and ensure that your entire trial team knows what to expect when planning tech tutorials.



### Highlights:

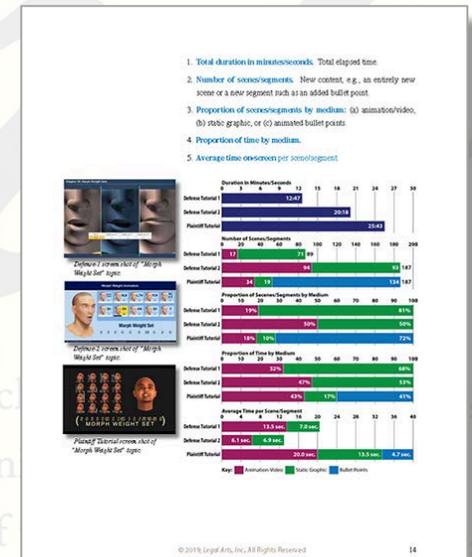
- How to guarantee learner interest and engagement
- Staging, scheduling, scripting, and storyboarding basics
- Efficient production workflow techniques
- Understanding production values and display media
- Get to know the talent behind the scenes
- Know your content usage and intellectual property rights
- Tips for developing reliable estimates and budgets
- Managing expectations and preventing cost overruns
- Sample budgets starting under \$10,000

**Production Value**

Higher production values might incorporate additional animation or video, richer 3D renderings instead of heavy graphics or 2D clip art, and professional voiceover narration. Some clients like well-known consumer technology companies might demand higher production values that will be consistent with their corporate brand or reputation in the industry as technology providers. Plaintiffs in high-stakes patent infringement litigation might favor high production values to make a great first impression and to convey their seriousness about taking a case to trial if necessary. Generally, the higher the production value, the higher the cost.

However, because production value is subjective, good professional graphic design might convey just the right production value you need for less cost. The right choice depends on what the subject requires, what solutions best address your goals, and what the lawyer needs to see to get that point. Regardless of style, one objective to consider is how to take advantage of "graphical insurance."

Because you have your lawyer's full attention at the outset of the technology tutorial, you need to work smart to keep it. When time is just twenty

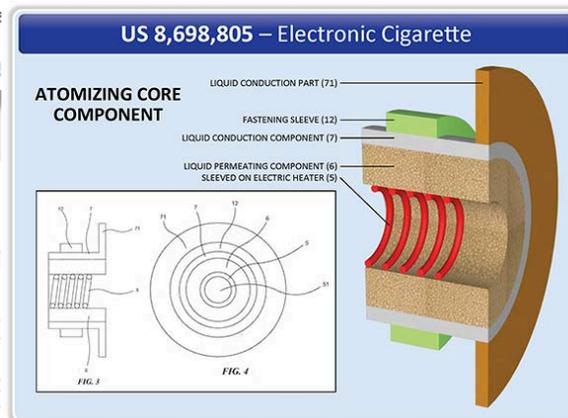
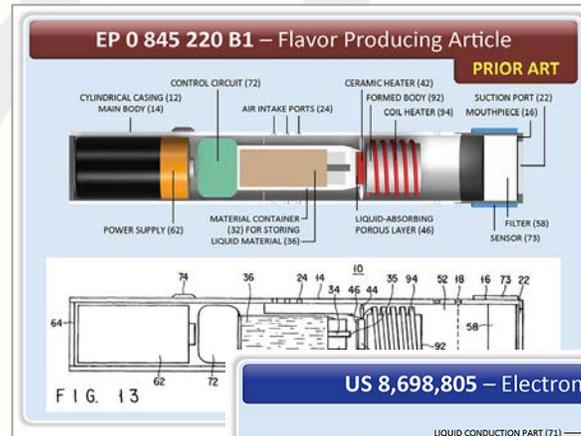


# Notable Technology Tutorials



## Emphasizing the Prior Art in E-cigarette Technology

This joint-defense technology tutorial involving five e-cigarette patents focused on historical developments in the industry, the prior art, and liquid storage and atomization components, and was designed to position defendants favorably for settlement negotiations.



## Explaining Sight and Sound: Human Speech Replication in Computer Games

A computer gaming company accused of infringing animation software needed a very high-quality animated tutorial for the Markman hearing.

The dispute involved two patents claiming methods for controlling and automatically animating lip syncing and facial expressions of 3D-animated characters.

Legal Arts produced a 20-minute fully animated and narrated technology tutorial. The case settled after *Markman* and before trial.

Three Types of Rules

"Hello, M

Time (sec)	Keyframes	Phoneme	Misc	Points
1.845	58	sh		
2.275	67	1 m	Mary	
2.665	75	1 eh		
2.875	88	1 r		

Neutral (Silent)	M, B	L, TH	R, W	NG, K, H
0	88	0	41	0

SH	OH	AW	EH	Y
0	0	0	86	0

Morph Weight Set

100 50 0 41 0 0 0 0 86 0

# Notable Technology Tutorials



## Automotive Technology Misappropriation of Trade Secrets and Infringement

After two Italian academic inventors unknowingly signed away technology rights for an innovative wheel motor technology that plaintiff, a large Italian industrial conglomerate owned, defendant American auto manufacturer filed U.S. patent applications claiming ownership. Plaintiff, sued for infringement. The parties settled after defendant agreed to forfeit rights and with-draw its patent applications.

Defendant's '928 Application – 2004	Plaintiff's Technology – 1998-2000

**History of the In-Wheel Motor**  
First automotive application

**1995**  
The inventors developed AFPM in-wheel drive motors for an electric car.

EtaBeta

APOLLO



## Vision Science Principles, Design, and Fabrication of Progressive Lenses

A comprehensive technology tutorial about progressive eyeglass lens technology encompassed vision science, eyeglass history, diagnostic methodologies, lens design principles, and manufacturing.

Plaintiff verdicts were delivered in three successive jury trials.

**Presbyopia**

Gradual loss of ability to change focus from far to near

Age 45: 26"  
Age 35: 13"  
Age 25: 9"  
Age 15: 7"

**Choices of Distribution Power**

Different design philosophies

Symmetric Soft Design	Non-Symmetric Hard Design

## Why Legal Arts<sup>®</sup> for your next technology tutorial?

### Contact

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#### Biomedical & Biotechnical

- Cardiac balloon catheter and guide wire design
- Vascular access ports
- Intravenous valve design
- Implantable continuous blood glucose monitoring system
- Human cell regeneration
- Ultrasonic tissue sealing
- Laparoscopic surgery device
- Knee prosthetics and braces
- Progressive spectacle lenses
- Diagnostic technology
- Gas chromatography pump
- Tympanic thermometer



#### Mechanical

- Aircraft fuselage alloy
- Architectural stone products
- Lawnmower motor design
- Photocopier technology



#### Communications

- Wireless & mobile phone technologies
- Cell phone power conversion
- Voice analysis and synthesis
- Fiber optic and coaxial cable connectors and switching
- Magnetic tape formulation
- Satellite television technologies
- Television tuner technology
- Video coding and compression
- Video signal processing
- Video streaming
- RFID tracking technology
- WiMAX and WiFi technologies



#### Software

- Graphics tablet pen-brush
- Font design
- Graphics & illustration
- Photo imagery
- Facial animation
- Computer operating systems
- Computer network security
- Internet commerce systems
- Flatbed scanning
- Inkjet printer software
- Video format conversion
- Wireless communications
- Telephonic voice command



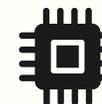
#### Lifestyle & Entertainment

- Athletic shoe design
- Electronic cigarette design
- Remote control and gaming device designs



#### Pharmaceutical

- Formulation
- Fabrication
- Product liability defense



#### Computer Chips & Equipment

- Microprocessor design/fabrication
- SDRAM memory chips
- Chip-testing technology
- Printed circuit boards
- Laptop design
- Digital projector image correction
- Inkjet cartridge design
- Hard disk drive controller chip