

Spring
Newsletter
2016

WIPLA Networking News

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Member Spotlight

Juggling Work, Kids, and Personal Sanity

By Salumeh Loesch



I have three kids (all under the age of five) and I am an IP litigator. I love both jobs and I do the best I can at both. I am not going to lie, it has been a challenge juggling the time and travel demands of IP litigation, with the fun and excitement of spending time with my kids and watching them grow, learn, and laugh. But I am determined to make it work—after all, I chose both my career and

to have children. I am determined to be the best mom I can be and the best litigator I can be.

I have learned, however, to define “the best I can be” to include missing some dinners and delegating some motions and depositions. I have learned to measure “the best I can be,” not by the absolute amount of time spent, but by the quality of time spent with my kids. Likewise “the best I can be” is not measured by the total hours I bill, but by the quality of hours and the intangible value I provide. This means prioritizing, redefining my goals, and setting boundaries.

Publications by Our Members

What better way to start a conversation than talking about an interesting article you just read, especially when talking to the author? Send your current articles to events.wipla@gmail.com and we'll post a link to your article in the next newsletter and on our website.

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Become a WIPLA

My priority is to be there for my kids when they need me: my kids don't need me to clean up after them every day, but they do need me at dinner and bedtime as much as possible. My almost-equally-important priority is to keep my sanity, which includes some trips to the gym. I have to be realistic about the frequency and duration of these trips—it's certainly not every day for an hour! And, finally, my priority has to be to provide my clients with the best legal service, which requires having a great team of attorneys backing me up and working some (but not all or even most) weekends and nights. My professional goals have to be different today than they were five years ago because I am trying to set some boundaries and every weekend that I'm working is a weekend that I lose with my kids. I can't be the first one to immediately respond to every question and every issue that comes up; otherwise, I'll never have the quality time I want to have with my family. But I can be strategic about how I spend my time. Again this includes a lot of delegation and support.

If I can do that and enjoy most of it, then I can be the best I can be. And, of course, I can't do it without a ton of help: my parents live ten minutes away, my good friends live up the street, my husband has a flexible nine-to-five job, and my firm tries to be supportive and understanding.

It's not a "balance," it's a juggling act. My definition of perfection and success is evolving every day. The key is to do the best you can do, enjoy as much of it as possible, don't be so hard on yourself (or your spouse), and know that your kids will appreciate it in the long run... at least that's what I keep telling myself!

Sponsor!

Does your company or law firm want to support an organization that promotes diversity in the legal profession by providing opportunities and empowering women intellectual property practitioners and patent agents to become leaders in their workplace and community? By becoming a sponsor of WIPLA, you have the opportunity to show your clients, customers, competitors and current and prospective employees that you value diversity and fairness.

In what ways would this benefit you and your organization?

- Access to IP lawyers throughout the Bay Area.
- Promotion and exposure as a sponsor on WIPLA's website, in marketing materials and newsletters, and through WIPLA's social media postings.
- Opportunities to host exclusive events tailored to your IP interests.
- Networking events to form relationships with attorneys and potential clients.

We offer a variety of sponsorship options and make it easy to become a sponsor at a level that benefits you most. Just let us know your interests and we will work with your organization to find the sponsorship option best for you! Please contact Krista Carter at [650.319.4536](tel:650.319.4536) or krista.carter@kayescholer.com

Organization News

**HELP WIPLA GROW
JOIN WIPLA'S MEMBERSHIP COMMITTEE!**
If you're interested in joining, please email [Julie Missud](mailto:Julie.Missud)



Mentorship for the Modern Woman

WIPLA Welcomes Glassbreakers!

Looking for a mentor? We're excited to share a new and innovative networking tool for our members. Glassbreakers is the peer mentorship community for professional women. The platform focuses on peer-to-peer mentorship and uses an algorithm to match women based on their personal and professional inputs. The mission is to empower women to break the glass ceiling, together!

Check out their [site](#) and follow them on [Facebook](#)/[Twitter](#)/[Instagram](#)! Here's a [demo](#) as well as a [video](#) explaining how the Glassbreakers algorithm works.

THANK YOU!

A big thank you goes out to our members who helped spread the word about WIPLA by participating in the Women in IP panels at our student outreach events at local law schools. The student outreach events were a great success, with panelists sharing their stories of why they chose IP law as a profession, what challenges they had to overcome as women in the field, and how women's organizations such as WIPLA have played a role in their careers and success. Some of the concerns that the law students raised were how they could make themselves more attractive candidates for an IP position and how to balance a career in IP law and family. The WIPLA panelists did an amazing job addressing these concerns, providing tips for success, and sharing the WIPLA spirit of collegiality and collaboration. Thank you to panelists **Christy Susman, Jessica Leal, Helen Tieh, and Kathleen McCowin, student coordinator Hitomi Heap-Baldwin,** and student moderator **Liz Bugarin** for participating in the Hastings outreach event. Thank you to panelists **Flavia Naves, Kathleen McCowin, and Julie Missud** and student moderator/coordinator **Marilena Guadagnini** for participating in the USF event. And thank you to panelists **Victoria Maroulis, Helen Tieh, Marisa Armanino Williams, and Michelle Parsons,** student coordinator **Sophie Hart,** and student moderator **Cari Jeffries** for participating in the Stanford event. We hope to see some new student members at our upcoming WIPLA events!

Upcoming Events



The Art of Rainmaking: Maximizing Your Strengths to Succeed in Business Development

Research shows that only 16% of women partners control even a modest \$500,000 in business.

Whether you are a woman partner, associate, or of counsel, learning how to maximize your natural strengths to grow your book of business is essential. Nationally recognized women lawyers' coach and trainer, Marianne Trost, will share her insights, practical tips, and real life examples to help you succeed at taking your business development efforts to the next level.

April 28, 2016, 5:45 PM - 8:15 PM Fish & Richardson PC, Redwood City

[REGISTER HERE](#)

Join the Women's Intellectual Property Lawyers Association for SPEED NETWORKING!

Join WIPLA for an evening of new connections and lively conversation with fellow women in IP! Bring your business cards, your elevator pitch, and your best career advice to share with other participants. This event will be held "speed networking" style so that everyone gets an opportunity to meet as many other participants as time will allow. Whether you're seeking to meet a potential mentor or mentee, or are just looking to expand your network, you are sure to meet a fabulous community of women in IP!

When: Thursday, May 19, 2016

6:00 – 6:45 Registration, refreshments, and networking

6:45 – 7:00 Opening remarks and speed networking instructions

7:00 – 8:30 Speed networking

8:30 – 9:00 Closing Remarks and networking

Where: RICOH 675 Campbell, Technology Parkway, Suite 200,
Campbell, CA 95008

Cost: Free for WIPLA members; \$15 for non-members

Please forward this invitation to other women in IP!

*Appetizers and drinks will be served.
Sponsored by the WIPLA Mentoring Committee.*

[REGISTER HERE](#)

**KEEP AN EYE OUT FOR AN INVITATION TO
WIPLA'S JUNE SPA NETWORKING EVENT!
DETAILS COMING SOON.**

Highlights from Previous Events

January's Elimination of Bias in the Legal Profession by Practicing Conscious Inclusion

On January 21, 2016, WIPLA's long-time sponsor Foley & Lardner presented a CLE seminar entitled "Elimination of Bias in the Legal Profession by Practicing Conscious Inclusion." The speakers—Foley partner, Gregory McClune, and Foley associate, Yesenia Perez—provided insightful instruction and facilitated an interesting discussion about our conscious and unconscious biases and the ways to develop skills to combat them. A big thanks goes to Foley & Lardner for this thought-provoking event (and for 2 hours of Elimination of Bias credit!). What a great way to kick off WIPLA's 2016 line-up of events and programs!



February's Ceramics Networking Event

Creativity flowed at WIPLA's ceramic painting event in February. A dozen WIPLA members and guests gathered at Create It Ceramics Studio in Palo Alto, drank wine, ate appetizers and painted platters, mugs and bowls of various shapes and sizes. The painted ceramics were then glazed and fired to produce magical designs! It was a great opportunity to relax, network and catch up with old friends.



March's CLE Event: A Foggy Road Ahead: The DMCA in 2016



March's CLE event was a great success with about thirty attendees taking part in a discussion on DMCA issues from both the copyright holder's perspective and the OSP's perspective. This event was presented by WIPLA's sponsor, Pillsbury Winthrop Shaw and Pittman and provided 1.0 hour of CLE credit! Thanks go out to Pillsbury for hosting such a fascinating event!

Our Sponsors



Pillsbury Winthrop Shaw Pittman LLP



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