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INTELLECTUAL PROPERTY RESEARCH TOOLS AND STRATEGIES

MINING THE WEB FOR LAW RELATED JOBS IN INTELLECTUAL PROPERTY IN THE UNITED STATES

JON R. CAVICCHI*

INTRODUCTION¹

Intellectual property law has remained the hottest practice group for over a decade; it is one of the fastest-growing and most exciting fields today. The trend was clearly recognized as early as 1995 in an article Lesley Ellen Harris.² As far back as 1997, according to The National Law Journal, IP has been reported to be the most highly compensated segment of the legal profession for both trial and non-trial attorneys.³ This article examines the process of finding IP jobs on the web.

What explains the long term growth of IP jobs? Where there is creativity or innovation, there is a need for intellectual property lawyers. The American economy's current strength is largely based upon intellectual property. According to PricewaterhouseCoopers, it is estimated that by 2007, as much as ninety percent of the value of the world's top 2000 enterprises will consist of

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¹ To ensure accuracy, many of the descriptions of the Websites, organizations, databases, and features on Lexis and Westlaw are derived from descriptions on Websites scope notes, IP Research Guides, About Us pages, as well as in other literature.

² Lesley Ellen Harris, *Wave Of The Future*, STUDENT LAW., Nov. 1995, at 20.

³ Margaret Cronin Fisk, *Incomes Surge: Happy Days Are Here Again!*, NAT'L L. J., June 2, 1997 at B8 (providing the median total compensation of lawyers in private firms by specialty).

intellectual property.⁴ As such, the services of IP attorneys are in demand across the U.S. and around the world. Intellectual property lawyers work in a variety of settings including corporations, law firms, universities, and government agencies. Although the law is the same regardless of the setting, there are some notable differences in the type of work an intellectual property lawyer encounters in each setting.

Many departments of the federal government beyond the Patent Office employ intellectual property lawyers. A search of the Code of Federal Regulations database shows that IP affects the U.S. government through and through. The Department of Commerce employs intellectual property lawyers to assist in matters involving international trade. Other potential employers include the Department of Defense, the Department of the Interior, and the Department of Energy. Intellectual property lawyers in these departments prepare patent applications and are also involved in administering and negotiating rights to inventions made pursuant to government contracts. The U.S. Copyright Office hires intellectual property lawyers in various capacities. The Department of Justice hires intellectual property lawyers to represent the government when intellectual property matters are litigated on behalf of government agencies. One of the fastest growing areas of governmental activity is in the area of IP crimes.⁵

Intellectual property law has involved evaluating the need for, and types of protection available for, inventions, trade indicia, and artistic creations—traditionally patents and trade secrets, trademarks, and copyrights. Protection and enforcement have been matters of national law, but many property owners must seek protection and enforcement regionally or in each country of interest.

⁴ Jeremy Lack, Medabiotech, Presentation for the WIPO-INSME International Training Program on the Role of Intellectual Property in Raising Finance by Small and Medium-Sized Enterprises, *Strategic Use of Intellectual Capital: IP Audits and Leveraging IP Assets in Business Strategy*, Geneva, Nov. 7, 2006 (quoting PriceWaterhouseCoopers, *Building and Enforcing Intellectual Property Value, An International Guide for the Boardroom* (2003)), available at http://www.wipo.int/edocs/mdocs/sme/en/wipo_insme_smes_ge_06/wipo_insme_smes_ge_06_www_64175.ppt.

⁵ To learn more about this emerging area of law see Breana C. Smith et al., *Intellectual Property Crimes*, 43 AM. CRIM. L. REV. 663 (2006). The U.S. Government as well as international organizations websites also contain data on incidence of IP crimes. Interpol is the world's largest international police organization with a dedicated resource at <http://www.interpol.int/Public/FinancialCrime/IntellectualProperty/Default.asp>. The National Intellectual Property Law Enforcement Coordination Council ("NIPLECC") is an inter-agency group responsible for coordinating the U.S. domestic and international intellectual property enforcement activities. For statistics and reports see <http://www.uspto.gov/web/offices/dcom/olia/globalip/niplecc.htm>. Finally, the Computer Crime & Intellectual Property Section, United States Department of Justice reports major cases and operations relating to intellectual property law. See <http://www.cybercrime.gov/ip.html>.

Attorneys may be generalists in the IP field or may specialize in one of many unique areas. The unique areas have spread well beyond the traditional areas of IP practice to include the synergy of IP and art law, bankruptcy, business, biodiversity, commerce, commercial torts, crimes, cultural rights, cyber-law, damages, debtor/creditor, e-commerce, economics, employment (trade secrets), entertainment law, environment (sustainable development), health, human rights, indigenous rights, insurance, remedies, sports, taxation, telecommunications, traditional knowledge, world trade, and more.

One of the largest areas of expansion within the penumbra of IP is commerce and technology. There is no one phrase to describe what law firms call commerce and technology. Most of the large corporate firms tend to place the practice under either the IP or Technology department heading. Overwhelmingly, firms, whether large general practice firms or smaller specialty boutiques, label it E-Commerce or Information Technology. They also tend to use several different labels to describe the practice areas they are talking about. Whether in a corporate firm or an IP boutique, this type of law is ancillary to either corporate law or IP law. The state of what this type of law is called is in a state of flux.

I conducted a survey of law firm commerce and technology departments.⁶ The survey is based on a review of websites linked from three lists:

1. IP Today Top 100 Patent Firms
2. IP Today Top 100 Trademark Firms
3. AmLaw Top 100 Law Firms

The following are a sample of U.S. Law Commerce & Technology practice groups:

E-Commerce	Communications
E-Business	Information Law
Internet Law/Cyber Law	Commercial Tech
Information Technology	Computer Law
Technology Contracts	Technology Services
Internet Issues	IP and Technology

In searching for a job, it might benefit you to adapt to the market and learn the vocabulary of the new IP law landscape.

⁶ The spread sheets can be found at the author's website, IPMall.info, http://ipmall.info/hosted_resources/IDEAipnews/.

IP EDUCATION GROWS TO MEET THE DEMAND

For decades Pierce Law was one of a few U.S. law schools that taught a broad and extensive IP curriculum. Other law schools concentrated on one aspect of IP, such as patent or copyright law. Most, other than Pierce Law, had no practice skills based approaches such as patent practice and procedure classes, clinics, externships, etc. In recent years, as IP has grown, so has the response of the global academic community.

For many years there were no credentials other than a law school transcript to demonstrate mastery of IP law. Today, the number of law schools with IP courses and concentrations has progressively grown. Beyond courses, an entire spectrum of credentials has evolved for those with undergraduate degrees to those who have already earned a law degree. These programs are growing all over the globe. Credentials include:

- Law Degrees Programs with IP concentrations (J.D., LL.B.)
- Advanced Law Degrees in IP Law (LL.M.)
- Non-law Degrees (Master of Intellectual Property, M.S. in Management of Intellectual Property)
- Non-degrees issued to lawyers and non-lawyers including Certificates and Diplomas by private training companies, business schools, and law schools.

Most attention on finding IP jobs does focus on lawyers, but professionals with non-law IP education steadily find jobs in the work force. One example are the Master of Intellectual Property graduates from Pierce Law. They all hold undergraduate degrees, and many also hold advanced degrees in science, engineering, and business. Most are from outside the United States. The program has been running for several decades with almost five hundred graduates. Of those five hundred graduates, current Pierce data shows:

- One hundred fifty work in law firms around the globe as lawyers (where law degrees are not required), patent agents, and technical specialists
- Seventy five work in corporations in a wide range of careers from law to licensing to business
- Fifty five work in government IP and related offices
- Twenty work in non-governmental organizations ranging from the World Intellectual Property Organization to institutes and universities

There is no matrix against which to judge IP training programs. That said, with growth comes opportunity. So, there are many IP jobs and many IP professionals to fill those jobs.

STRATEGIES BEFORE YOU BEGIN YOUR WEB SEARCH

Katie Schendel, Assistant Dean and Co-Director for Career Services at Pierce Law, advises students that before they look for a job they get clear about their interests and skills sets. Schendel suggests three steps to take early on in school to approach the search stage:

Step One: Self-Assessment

Step Two: Learning About The Market

Step Three: Building Your Credentials

For Step Two, Learning about the Market, online resources are used for locating attorneys who are practicing in an area (geographically and substantively) in which you are interested. We recommend that once students have located attorneys, they contact them for informational interviews to find out what skills are required to perform the jobs that interest you and what type of positions are available to you (as you know, you increase your chances of finding the right match in a job if you begin with an accurate view of your choices)

Schendel suggests that job searching is multi-faceted and that finding an opening is a small part of the overall process. I agree, but suggest that by looking at job openings early in school, you will better understand what the market demands. You will be able to survey types of opportunities. You will be able to look at the backgrounds of those who hire. You will be able to identify networking opportunities that might lead to informational interviews or casual conversations that turn into hot leads. I can anecdotally share that I have seen countless students find jobs based on casually talking to people they meet at meetings or socially. Identifying such opportunities can come from mining the web. The web can lead to information overload, but knowing how to use a technology resource (such as email and syndication feeds from job sites) can help you work smart.

LITERATURE LANDSCAPE

As pedestrian as the topic of this article might seem, it is ironic that the web seems to be the only source of information on the landscape of careers in IP. A search of the Legal Resource Index on Westlaw shows that there have been no print articles on either IP jobs or how to find them. There have been one or two brief articles in legal newspapers and newsletters. The bulk of the

print literature in periodicals has been legal newspapers reporting the rise, fall, lawyer movement, and deconstruction of a few high profile big IP law firms as well as the growth and migration of IP lawyers to the high tech industry. A search of treatises in the Library of Congress likewise came up short. Except for the monograph by the American Bar Association (now on the web), discussed *infra*, there are no books.

CAREERS IN IP—SOME WEB PRIMERS

A complete survey of using the web to find jobs for non-lawyers is beyond the scope of one article. The focus of this article is sites that lead to jobs for candidates with law degrees. Some general sources such as web job sites, government, and NGO sites have jobs for non-lawyers, and this article is peripherally relevant for those candidates.

A good starting place to think about ways to use your IP education is doing a survey of IP careers on the web. The shortcoming of all these sites is that they lack detail and statistics. Some have a singular focus, such as careers as a patent lawyer. So called “soft IP lawyers” (non-patent) outnumber patent lawyers, but the web literature is underdeveloped, especially in related areas of practice discussed *supra*.

- *Mining the Information Age and Technology and Law: A Growth Industry*, by Professor Thomas G. Field, Jr. is an excellent introduction to IP careers.⁷
- The ABA Web *Careers In Intellectual Property Law* first appeared in print over a decade ago and has been transformed into a web publication. It has a good general overview of IP careers, but is still a bit heavy on patent careers. Many sites link to this site, and the American Intellectual Property Law Association (“AIPLA”) appears to offer a mirror version on their web.⁸
- Oppedahl Patent Law Firm LLC has had a long term web presence. Their page, *Career Opportunities in Intellectual Property Law* is also well considered and linked to by many. It covers careers in soft

⁷ These and dozens of other interesting articles by Field can be found by linking from <http://www.piercelaw.edu/tfield/tgf.htm>.

⁸ American Bar Association, <http://www.abanet.org/intelprop/careers.html> (last visited Mar. 29, 2007).

IP but is somewhat patent-centric. It appears as if the site has not been updated in almost a decade.⁹

- *Is A Career In Intellectual Property Law For You?* is offered by BCG Attorney Search. This article is helpful. Like Field, they discuss why intellectual property is so popular and the types of intellectual property attorneys that are most marketable.¹⁰
- Chartered Patent Attorneys (England) offers an extensive eighty-page guide to patent attorney careers. It is interesting and might be attractive to those who do not have notions of domestic patent practice.¹¹
- American Intellectual Property Law Education Foundation's ("AIPLEF") site offers a preview of coming attractions. This site is under development but promises a well-developed resource on IP careers.¹²
- Intellectual Property Law Server Forum Patent Agent/Lawyer Careers Forum differs in that it allows you to lurk or ask questions on a forum on patent careers. At times, real life discussions can be as helpful as publications.¹³
- An honorable mention goes to ScienceCareers.org which has regular articles on how to transition from science into IP law and technology transfer. This is a must see site for science types.¹⁴
- Likewise *IEEE Spectrum Careers* has a great article.¹⁵

COURSES

While taking career courses will not find you a job, they can help you prepare to be thoughtful about the process and to learn the vocabulary you might

⁹ Oppendahl Patent Law Firm, LLC, <http://www.oppedahl.com/opportunities/> (last visited Mar. 29, 2007).

¹⁰ FindLaw, http://www.infirmation.com/articles/one-article.tcl?article_id=2602 (last visited Mar. 29, 2007).

¹¹ Inside Careers, <http://www.insidecareers.co.uk/> (last visited Mar. 29, 2007).

¹² American Intellectual Property Law Education Foundation, <http://www.aiplef.org/careers/> (last visited Mar. 29, 2007).

¹³ Intellectual Property Law Server, http://www.intelproplaw.com/Forum/Forum.cgi?board=patent_career (last visited Mar. 29, 2007).

¹⁴ <http://sciencecareers.sciencemag.org/>

¹⁵ Scott Kariya, *A Million Dollar Idea—And Your Next Job Engineers Who Work In Intellectual Property Need Both Technical And Legal Skills*, <http://www.spectrum.ieee.org/careers/careerstemplate.jsp?ArticleId=i040202> (last visited Mar. 29, 2007).

use during your search. Practicing Law Institute offers several free web audio courses on careers in IP.¹⁶

So You Want to Be a Patent Lawyer covers such topics as:

- What does it take to become a patent attorney?
- What are my options as a patent attorney?
- What is a patent attorney's work like?
- Patent prosecution vs. patent litigation. . .how do they differ?
- Patent agent vs. patent attorney. . .how do they differ?
- What undergrad technical degrees are "hot?"
- Are advanced degrees required in some technical fields...or at least advisable?

How to Get a Job in IP Law covers such topics as:

- Do I need a science or engineering degree to practice IP law?
- If I do have a science or engineering degree, what special opportunities are available to me? What if I don't?
- How do I demonstrate my interest and experience in this field to potential employers?
- Where are my best networking opportunities?

Columbia University offers a very good panel discussion video and summary on *Types of Jobs in IP*. It covers:

- What kinds of positions are available in intellectual property and what are the education requirements for each?
- How does technology transfer in academia differ from work at a law firm?
- Is one kind of position closer to the science than another?

Additionally the site has an excellent set of reference links.¹⁷

TRENDS IN IP PRACTICE

Finding that right job might mean educating yourself as to where IP jobs are in supply. Using the web to gather statistical intelligence on IP activity from prosecution to litigation at general and boutique firms might help you

¹⁶ Practicing Law Institute, <http://www.pli.edu/> (follow Home hyperlink; then follow Online CLE hyperlink; then follow On-Demand Web Programs hyperlink) (last visited Mar. 29, 2007).

¹⁷ Careers in Intellectual Property, <http://nyas.columbia.edu/ip/web/s2/types.html> (last visited Mar. 29, 2007).

work smart. One excellent example on the web is *Wegner's Patent Trend Statistics Trends in Patent Practice* wherein it is revealed in detail that "The past generation has seen the remarkable migration of patent litigation, opinions, anti-trust and other upper end 'patent practice' from specialized patent boutiques to general law firms."¹⁸ This type of information might shift the focus of your search.

MINING THE WEB FOR IP LAW JOBS—THE HUNT BEGINS

Disclaimer and Notice of Opportunity

Those of you who are in law school or earning some other IP academic credential might find the results of your hunt disheartening. You may follow hundreds of links only to find that most require experience. Of the universe of open jobs, there are many that are considered "junior" or "opening" level that require at least one year of experience. Forewarned is forearmed.

In the patent law field, many employers consider your technical background more important than your law background. Professor Homer Blair, founder of the MIP Program at Pierce Law, told me in a recent interview that he and other members of the Association of Corporate Patent Counsel ("ACPC") held the philosophy that you can make a good patent lawyer of a good scientist or engineer but not vice versa. Today, IP education is much more practice oriented and comprehensive, so many employers look for a law background strong in courses and related experience.

Professor Bill Hennessey of Pierce Law is fond of telling a recurring story of employers who tell him that Pierce Law grads perform at the level of second year associates. That is a factor of practice courses and real life experiences, such as externships, clinics, and summer employment. Build your resume upon a portfolio of experience so that you can confidently say that you have the background of a second year associate.

Google

Researchers and librarians often think in terms of indexing and categorizing sources. That is the goal of this article. This does not minimize the role of synchronicity and kismet. The Google generation thinks that a few choice key words will answer any information woe. In this case, they might be proven

¹⁸ IP Frontline, *Wegner's Patent Trade Statistics: Trends in Patent Practice* (2006), <http://www.ipfrontline.com/downloads/PatentTrends.pdf>.

correct. Plug in your dream—find me an IP lawyer job now. It results in open IP jobs, pages on finding IP jobs, and IP job recruiters.¹⁹

Lawyer Directories

From the world of uncontrolled keyword searching to the highly indexed world of lawyer directories, the web offers the full range of tools to find your perfect IP job. While lawyer directories do not tell you who has jobs available, they offer you the following:

1. Comprehensive collections of IP lawyers, often by areas of sub-specialty;
2. The ability to identify IP lawyers based on numerous criteria with links to the firm's website that often show open positions;
3. Deep mining of the activities of a firm that might lead you to narrow your search to those who really match the niche you want to fill; and
4. Intelligence research on the firm so that you can customize your resume, cover letter, and interview prep.

The NALP Directory is the industry-wide professional home for legal career professionals.²⁰ NALP brings together both law schools and legal employees to share information, research, and professional development opportunities. NALP's institutional members include over 1,100 legal employers and law schools throughout the United States and Canada. NALP's individual members include over 1,900 professionals involved in all aspects of the legal employment process. NALP is the gold standard in statistical data on legal employers. It offers free searching. It provides a wide range of information including demographics, compensation and benefits, employment and student information, and much more.

West Legal Directory,²¹ fully searchable Westlaw,²² and Martindale Hubble²³ are free light versions of more fully searchable directories on the subscription-based Lexis and Westlaw. Martindale Hubble has been considered the

¹⁹ Google was the base search tool for this article. Google, <http://www.google.com/search?hl=en&ie=ISO-8859-1&q=find+me+an+ip+lawyer+job+now> (last visited Mar. 29, 2007).

²⁰ National Association for Law Placement, <http://www.nalpdirectory.com/> (last visited Mar. 29, 2007).

²¹ FindLaw, <http://lawyers.findlaw.com/> (last visited Mar. 29, 2007).

²² Westlaw, <http://www.westlaw.com/> (last visited Mar. 29, 2007).

²³ LexisNexis, <http://www.martindale.com/xp/Martindale/home.xml> (last visited Mar. 29, 2007).

gold standard of law firm directories for decades. The problem with both of these sites is that the listings are self-selected. Lawyers must register to be included and some do not. For comprehensive coverage you might need to use one or both in conjunction with other web tools in this article.

These directories are well controlled and reliable. They also include value added information such as lawyer background, publications, etc. that really allow you to mine the right job. Knowing this information can let you win friends and influence people. Information is power.

Another important resource is the U.S.P.T.O. Patent Attorneys/Agents Search Index that contains contact information for attorneys and agents with licenses to practice before the US Patent and Trademark Office.²⁴ Currently, there are over 8,000 active agents and 25,000 active attorneys. All searches reflect current information.

Directories of foreign IP lawyers are less comprehensive generally. Publishers such as Informa and Euromoney have published print IP directories for many years and now offer web versions.²⁵ One must beware that many web directories of foreign lawyers are quite sporadic. Some countries have rules against advertising.

Patents

One very smart strategy when trying to land a patent job is to locate the firms that are drafting patents in your technological area. There are many free sites to search U.S. and some foreign and international patents. Take U.S. patents, for example. The challenge is not to find sources of free patents but sources that allow you to search the field that contains the law office that prosecuted the patent. That can be tricky.

You can search patents for free at the USPTO's website. Using hybrid patent searching techniques such as keyword and classification searches, you can find the patents in a specific area of technology you want to practice. If you have high integrity search results, you can scan the patents or limit the display on services, such as Lexis, Westlaw, Dialog, Delphion, Questel-Orbit and have a quick list of patent agents, attorneys and firms to target for consideration. Once identified, these names can then be searched in patent and nonpatent lit-

²⁴ United States Patent & Trademark Office, <http://des.uspto.gov/OEDCI/> (last visited Mar. 29, 2007).

²⁵ See Expert Guides, <http://www.expertguides.com/> (last visited Mar. 29, 2007); Informa Law, <http://www.ipworldonline.com/> (last visited Mar. 29, 2007); Informa UK, <http://www.iplawdirectory.com/> (last visited Mar. 29, 2007).

erature to develop more complete profiles on those who practices in your specific area of expertise. This can allow you to cite certain patents in cover letters and make for great topics of discussion during interviews.

Unfortunately, there is no legal representative field in U.S. trademark and copyright databases.

Law Firm Rankings

Corporate Counsel Magazine has been ranking law employers for a long time and provides the inside scoop on law practice.²⁶ Their website contains a free version of these rankings that offers invaluable insight into IP firms and links to other invaluable content by Law.com/American Lawyer Media.

IP Job Fairs

Job fairs are a cattle call for IP law students. Put on your best suit and shoes and strut your stuff. For many, the shotgun approach of sending out resumes and making cold calls is intolerable. They want to press the flesh with the players. Extroverts are at their best. That said, nothing beats personal networking. The major fairs are considered the holy grail to make connections that lead to interviews and being hired.

AIPLA has more than fifteen thousand members, more than one thousand are student members, more than two thousand are junior members, and they now have hundreds of new Patent Agent-Junior members.²⁷ Many student members are interested in summer internships, while graduating students and junior members are searching for full-time employment. Their job fair offers an opportunity to bring together those who have positions available and those who are seeking employment in order to conduct interviews and recruit employees.

To participate in the job fair as an applicant, you must be a student, patent agent, or junior member of AIPLA in good standing. Government members who would otherwise qualify as junior members are also eligible.

Each August, Loyola hosts the Patent Law Interview Program—the largest single-practice job fair in the country.²⁸ It is a national interview program that brings together students with technical backgrounds and legal em-

²⁶ ALM, <http://www.law.com/jsp/cc/index.jsp> (last visited Mar. 29, 2007).

²⁷ American Intellectual Property Law Association, http://www.aipla.org/Template.cfm?Section=Student_Center (last visited Mar. 29, 2007).

²⁸ Loyola University Chicago School of Law, Career Services, http://www.luc.edu/law/academics/special/center/intellectual/patent_law.shtml (last visited Mar. 29, 2007).

employers interested in hiring law clerks and entry-level attorneys for their patent or intellectual property law practices. More than 100 law schools and 200 legal employers from all over the country participate in this highly successful interviewing and networking event.

S.F. IP Law Association has offered a smaller regional fair for almost a decade.²⁹ If you are interested in the Bay Area, this fair is for you.

Mentor Programs

AIPLA has established a mentoring program for its membership, pairing up seasoned IP professionals with newer AIPLA members. The purpose of the mentoring relationships is to advance the career of the mentees in the field, as well as to prepare the mentees for leadership positions within AIPLA.

The mentoring committee was recently established to facilitate the formal mentoring of AIPLA members by pairing them in these voluntary mentoring relationships. To see more information on AIPLA's mentorship program, take a look at the Mentoring Guidelines *infra*. You can also gain valuable information by visiting the Mentoring Committee site.³⁰

Corporate Sites with IP Lawyer Jobs

While many of the sites discussed *infra* report jobs in both firms and corporate law departments, it is often helpful to surf right up to the door of the corporation you are researching. If you know the industry but not the companies you want to target, any of the many topical corporate directories on the web can help you. Also, be aware that Lexis and Westlaw offer value added premium corporate directories that will allow you to target corporations much in the same manner the lawyer directories discussed *supra* add value. The examples *infra* are presented to open your mind as to the spectrum of corporations that hire IP lawyers.

When considering corporate job searching, think about the sectors that produce IP and what types of IP they produce. IP is interdisciplinary, so think broadly about the types of corporations that hire IP professionals. For example, if you are interested in sports or entertainment law, think about corporations that deal in those transactions. Publishers, film companies, media content providers,

²⁹ San Francisco Intellectual Property Law Association, <http://www.sfipla.org/jobfair.html> (last visited Mar. 29, 2007).

³⁰ American Intellectual Property Law Association, <http://www.aipla.org/MSTemplate.cfm?Site=Mentoring2> (last visited Mar. 29, 2007).

and rights holders' organizations, such as the American Society of Composers, Authors and Publishers hire copyright lawyers. This list would be very long.

Intel has opportunities for attorneys, contract managers, paralegals, and other professions in a variety of areas, including technology and intellectual property licensing, patent prosecution, trademarks, and brands.³¹

At Proctor & Gamble ("P&G"), patents are so important, they command their own division. The foundation of their overall business strategy is technology, so protecting their international investment in intellectual property is critical. That is why P&G attorneys are part of project teams from start to finish. You will receive immediate responsibility. The corporate philosophy that applies to all areas of the business on training and development is "'learn by doing.' And it's worked well for us in Intellectual Property. From day one, you will resolve client's daily questions and problems. P&G provides a core-training program in Intellectual Property Law and Corporate practice to assist your personal development, and you'll have access to daily coaching and mentoring from experienced colleagues."³²

The Internet Corporation for Assigned Names and Numbers ("ICANN") looks to hire counsel with the broader IP, commerce and technology training.³³ ICAAN lawyers must have a strong understanding of local and international internet process and the legal issues involving the internet. Their lawyers must also be experienced in intellectual property law.

Most IP lawyers do not consider accounting firms for law jobs and consultancies. PricewaterhouseCoopers, the world's leading professional services firm deals extensively with IP issues. Visit their Career Center and drill down to jobs by country.³⁴

Government IP Jobs

As discussed *supra*, IP government jobs, domestic and foreign, are not just available in the national IP offices but are through and through. There is a huge cottage industry on the web to assist you in finding U.S. government jobs.

The Google route is always an option but sometimes alerts you to government jobs and not whether there are open positions, so a mix and match ap-

³¹ Intel Corporation, <http://www.intel.com/jobs/careers/legal/> (last visited Mar. 29, 2007).

³² Proctor & Gamble, http://www.pg.com/jobs/jobs_us/work_we_offer/advisor_overview.jhtml?sl=jobs_advisor_intellectual_property (last visited Mar. 29, 2007).

³³ Internet Corporation for Assigned Names & Numbers, <http://www.icann.org/general/jobs.htm> (last visited Mar. 29, 2007).

³⁴ PricewaterhouseCoopers, <http://www.pwc.com/> (last visited Mar. 29, 2007).

proach may be best if you want a government job. For example, a Google search found the page at the National Institutes of Health showing that NIH patent lawyers represent clients in legal proceedings, draw up legal documents, and manages, and advises clients on legal transactions.³⁵ Google can be used as a shotgun or to search within agencies for IP jobs.

More controlled approaches involve use of job finding sites and services by the federal government. Federal government job seekers can link direct to hundreds of agency recruiting sites. You can also call the Office of Personnel Management's USAJOBS hotline, twenty four hours a day seven days a week, for updated job information or visit their web site.³⁶ OPM's USAJOBS web site does not list all federal job openings. To find all job listings, review the almost two hundred individual agency recruitment site links.³⁷ Federal Career Opportunities publishes a consolidated list of almost five thousand federal job vacancies bi-weekly. You can also subscribe to Federal Research Services' on-line government job vacancy listings, or have them search their job database and send you all listings for specific occupations in your area.³⁸

Additional avenues are also available to locate open government job announcements including: OPM and agency sponsored job hot lines, internet web sites, computer generated data bases, employment services, directories, and periodicals that publish job listings.

The challenge with all of these is that they are general sites and you must find the IP jobs therein. USAJOBS, for example, has an indexed category for IP jobs, while other sites allow keyword search. Be diligent to learn how to search each site, and develop a broad list of keywords so that you do not drop jobs of interest.

The list of private companies is beyond the scope of this article. Suffice it to say, they must draw upon the same data as the official databases. Look at each for any added value they provide. One company of note is Federal Job Search; it has been helping job seekers find their ideal federal government job since 1999. With one easy search, their site retrieved over fifty records of open patent positions throughout the government with one easy search.³⁹

³⁵ National Institutes of Health, <http://science.education.nih.gov/LifeWorks.nsf/Alphabetical+List/Patent+Lawyer> (last visited Mar. 29, 2007).

³⁶ United States Federal Government Office of Personnel Management, <http://www.usajobs.opm.gov> (last visited Mar. 29, 2007).

³⁷ Brookhaven Press LLC, <http://www.federaljobs.net/federal.htm> (last visited Mar. 29, 2007).

³⁸ Federal Research Service, <http://www.fedjobs.com> (last visited Mar. 29, 2007).

³⁹ Federal Job Search, <http://www.federaljobsearch.com> (last visited Mar. 29, 2007).

One final honorable mention is Indeed.com, a search engine for jobs, including government jobs, with a radically different approach to job search. In one simple search, Indeed.com gives job seekers free access to millions of employment opportunities from thousands of websites. Indeed.com includes all the job listings from major job boards, newspapers, associations, and company career pages; and they add new sites every day. They also allow RSS feeds, so you can have jobs stream to you daily. It looks like Google and searches like Google.

Major Offices

Like most governmental offices, the United States Patent and Trademark Office (USPTO) list their job openings on the Office of Personnel Management website.⁴⁰

The Copyright Office at the Library of Congress offers many permanent and temporary opportunities for employment. Select the Copyright category.⁴¹ Note also that the Congressional Research Service also hires IP lawyers.

The World Intellectual Property Organization (“WIPO”) is a specialized agency of the United Nations. It is dedicated to developing a balanced and accessible international intellectual property system.⁴²

The European Patent Organisation (“EPO”), an intergovernmental organization based in Munich, is in charge of the world’s fastest-growing regional patent system.⁴³ An outstanding example of successful co-operation among European countries, the Organisation currently numbers 31 member states and is set to expand further soon.

General Job Sites with IP Jobs

Most students I teach this subject to do not consider that the huge general job services would post IP lawyer jobs, but they do. They all offer selecting IP as an indexed topic. You can also use IP as a keyword. The one detractor seems to be that many of the listings are by recruiters, so you have to go through them to get to the employer. This is especially disheartening to brand new

⁴⁰ United States Federal Government Office of Personnel Management, <http://jobsearch.usajobs.opm.gov/a9pto.asp> (last visited Mar. 29, 2007).

⁴¹ Library of Congress, <http://www.copyright.gov/jobs.html> (last visited Mar. 29, 2007).

⁴² <http://www.wipo.int/hr/en/>

⁴³ European Patent Office, <http://www.european-patent-office.org/epo/jobs/> (last visited Mar. 29, 2007).

graduates, since many employers are looking for candidates with experience, and the recruiters are the gatekeepers you cannot get past to argue that you have the skills of an associate with several years practice. The major sites are:

- The Vault⁴⁴
- Monster.com is a huge site that allows you to search a lawyer category and then add IP keywords.⁴⁵ There were hundreds of IP lawyers jobs listed. Many listings are by recruiters.
- Jobvertise has a huge job database that allows you to keyword search for IP jobs.⁴⁶
- DirectEmployers.com allows IP keyword searches and has more direct employer ads.⁴⁷

General Law Search Sites with IP Lawyer Jobs

Several general law mega sites offer the ability to sort out IP jobs.

- Thomson Findlaw, the giant free general law search site, has large collections of positions.⁴⁸ You can sort by practice area IP and location.
- Thomson Westlaw now offers law school access to *Attorney Jobs Online/Law Student Jobs Online* using law school or commercial passwords. You can keyword search IP jobs. One value added feature is the Type of Employer pull-down menu that lists the major categories of legal employers, such as law firms, corporations, colleges and universities, Federal Government, state & local government, international, etc. This menu also includes categories such as fellowships and contract opportunities.
- TheLawyer.com has good search functionality including type of IP practice, vacancy types, region, prior qualifying experience, and optional keywords.⁴⁹

⁴⁴ Vault, Inc. http://www.vault.com/jobs/jobboard/industrySearchResult.jsp?function_id=151&hub_id=507&jbname=Intellectual+Property (last visited Mar. 29, 2007).

⁴⁵ Monster, <http://jobsearch.monster.com/jobsearch.asp?q=Attorney> (last visited Mar. 29, 2007).

⁴⁶ Jobvertise, <http://www.jobvertise.com/> (last visited Mar. 29, 2007).

⁴⁷ DirectEmployers Association, Inc., http://www.directemployers.com/advanced_search.asp (last visited Mar. 29, 2007).

⁴⁸ FindLaw, <http://careers.findlaw.com/> (last visited Mar. 29, 2007).

⁴⁹ The Lawyer, <http://www.thelawyer.com/lawyerjobs.html> (last visited Mar. 29, 2007).

General Lawyer Job Sites

The following sites are dedicated general law job sites that require you to find the IP jobs therein.

- Legal Employment Search is a portal to general lawyer job sites.⁵⁰
- LawCrossing.com claims to be the biggest law job site on the web with over 1.2 million legal jobs.⁵¹ Advanced Search allows you to tailor your search based on specific criteria. You can save up to five advanced searches (for example: “Local,” “Regional,” “National,” “IP,” and “Litigation.” For each Saved Search, you may choose to receive via e-mail daily Job Alerts that contain new jobs matching your preferences.
- OccupationPro.com is an employment site created exclusively for the legal community.⁵² New jobs are posted daily, so check back often or sign up for our free job alerts. Like LawCrossing, this service allows you to tailor your search based on specific criteria, such as IP jobs.
- EmplawyerNet.com advertises itself as the first on-line career resource for the legal profession.⁵³ No review is possible, as this is a fee-based database. They sell up based on size. You should ask how much more data they have for fee.

General Professional Associations with Job Sites

Find-A-Job is a new tool by the American Bar Association designed to easily connect you to legal positions around the country.⁵⁴ This service is free. It allows you to sort by IP jobs. When I looked at this site it had over three hundred IP jobs—unfortunately most were linked to legal recruiters.

The Association of Corporate Counsel (“ACC”) is the in-house bar association, serving the professional needs of attorneys who practice in the legal departments of corporations and other private sector organizations worldwide.⁵⁵

⁵⁰ The Legal Employment Search Site, <http://www.legalemploy.com/> (last visited Mar. 29, 2007).

⁵¹ Law Crossing, <http://www.lawcrossing.com/> (last visited Mar. 29, 2007).

⁵² OccupationPro, <http://www.occupationpro.com/> (last visited Mar. 29, 2007).

⁵³ EmplawyerNet, <http://www.emplawyernet.com/> (last visited Mar. 29, 2007).

⁵⁴ American Bar Association, <http://www.findajob.abanet.org/> (last visited Mar. 29, 2007).

⁵⁵ Association of Corporate Counsel, http://jobs.acca.com/search/results/?job_category=4312&ss=0&sec=browse (last visited Mar. 29, 2007).

IP Law Firm Job Section

Many law firms post IP jobs. In lieu of trying to list every firm that posts IP jobs, what might be of more value are reliable portals that allow you to click directly to IP law firms. Sites that do that are too numerous to list, so here are a few strategies.

You can identify current major IP law firms in a number of ways. *Intellectual Property Today* is a publication that focuses on legal issues in intellectual property. Content is geared to the professionals, attorneys, patent agents, and executives in firms and companies that provide products and services to the intellectual property industry. Each year they issue reports on the top patent and trademark law firms.⁵⁶ The down side to these reports—PDFs with no live links to firm websites—is that they are not very high tech or user friendly.

The same down side lack of linking goes for the IP law firm ranking lists published in *Corporate Counsel Magazine*, discussed *supra*, and its sister site *IP Law and Business*.⁵⁷ They provide a search box to the Martindale directory discussed *supra*.

IP Professional Association with Job Section

The International Trademark Association (“INTA”) is a not-for-profit membership association of more than 5,000 trademark owners and professionals, from more than 190 countries, dedicated to the support and advancement of trademarks and related intellectual property as elements of fair and effective national and international commerce. INTA offers a free open job bank.⁵⁸

The Intellectual Property Owners Association (“IPO”), established in 1972, is a trade association for owners of patents, trademarks, copyrights, and trade secrets. IPO is the only association in the U.S. that serves all intellectual property owners in all industries and all fields of technology. The IPO IP Career Bank lists jobs posted by IPO members.⁵⁹ The positions posted are viewable to the public, but only current members can post positions.

The National Association of Patent Practitioners (“NAPP”) was established in 1996. The organization was founded by patent practitioners, mostly

⁵⁶ Intellectual Property Today, <http://www.iptoday.com/Reports.htm> (last visited Mar. 29, 2007).

⁵⁷ ALM, <http://www.law.com/jsp/cc/index.jsp>; ALM, <http://www.ipww.com/> (last visited Mar. 29, 2007).

⁵⁸ International Trademark Association, <http://www.inta.org/> (last visited Mar. 29, 2007).

⁵⁹ Intellectual Property Owners Association, www.ipo.org (last visited Mar. 29, 2007).

patent agents, who had an interest in forming an organization that is focused on procedure before the USPTO. The NAPP Job Bank is available as part of a low cost student membership.⁶⁰

Established in 1965, the Licensing Executives Society (“LES”) is a professional society comprised of over 6,000 members engaged in the transfer, use, development, manufacture, and marketing of intellectual property. The LES Job Bank is available as part of the low cost student membership.⁶¹ Subscribe to the job postings listserv and receive automatic alerts every time a new job has been posted.

The Association of University Technology Managers (“AUTM”) job opportunities page is the database of global network of members that represent more than 350 universities, research institutions, teaching hospitals, and government agencies, as well as hundreds of companies involved with managing and licensing innovations derived from academic and nonprofit research.⁶² Licensing and Tech Transfer offices hire lawyers and non-lawyers as professionals.

In addition to the major national organizations, there are many smaller specialty, regional, or city related professional IP organizations. Having kept lists of job pages offered by these groups for many years, I see them come and go on a regular basis. The strategy is to find sites with lists of professional organizations. Westlaw users can search the *Encyclopedia of Associations* (“EOA”) database, but that database does not contain some of the smaller associations that might offer job pages and databases. This requires that you search for sites that collect lists of IP associations. You will need to mix and match sites, as experience shows there is no comprehensive site on the web.

The San Francisco Intellectual Property Association (“SFIPLA”) was founded in 1927. SFIPLA is one of the oldest and largest intellectual property law associations in the western United States. Today, SFIPLA has over 500 members, all of whom practice intellectual property law in the San Francisco Bay Area.⁶³

The Silicon Valley Intellectual Property Law Association (“SVIPLA”) is a professional association of members who focus their practice on intellectual

⁶⁰ National Association of Patent Practitioners, <http://WWW.NAPP.ORG/jobbank/> (last visited Mar. 29, 2007).

⁶¹ Licensing Executives Society, <http://www.usa-canada.les.org/membersonly/jobbank/> (last visited Mar. 29, 2007).

⁶² The Associate of University Technology Managers, http://www.autm.net/directory/job_list.cfm (last visited Mar. 29, 2007).

⁶³ San Francisco Intellectual Property Law Association, <http://www.sfipla.org/employment.html> (last visited Mar. 29, 2007).

property matters including patents, trademarks, copyrights, trade secrets, licensing, litigation, and other related fields.⁶⁴

The District of Columbia Bar Legal Career Center delivers tools and services needed to help bring legal professionals and employers together.⁶⁵ When you utilize the Career Center, you are reaching the combined resources of over ninety Legal Career Centers with a combined membership of over 500,000 legal professionals across the nation, all part of the Legal Career Center Network.

IP Searching Site with Lawyer Jobs

This section is similar to the general law searching sites with lawyer jobs except that these are IP collections of primary, secondary, and news sources that also have job sections.

IP Menu is an excellent free IP portal by Phillips Ormonde & Fitzpatrick. One menu choice is employment.⁶⁶ Unfortunately, at this time their menu only lists recruiters as well as jobs available at their firm.

Another excellent free portal is the Intellectual Property Law Server, founded by George A. Wowk, an intellectual property lawyer at Parlee McLaws LLP. Resources include comprehensive links, general information, space for professionals to publish articles and forums for discussing related issues. Their job site had five hundred job postings at the time of my last visit.⁶⁷

IP Law360, the for fee newswire for IP professionals, covers developing stories in litigation, law, and policy. With more than 1,500 stories published per year, they offer extensive coverage of IP issues. They cover stories from across the globe, in every jurisdiction, and in every major industry. They have a free Job Board for IP Professionals.⁶⁸ One major value added to this site is that it has very high traffic and is well considered by many IP lawyers.

⁶⁴ Silicon Valley Intellectual Property Law Association, http://www.svipla.com/employment_read.php (last visited Mar. 29, 2007).

⁶⁵ District of Columbia Bar, <http://dcbar.legalstaff.com/> (last visited Mar. 29, 2007).

⁶⁶ IPOrganisers, <http://www.ipmenu.com/ipemployment.htm> (last visited Mar. 29, 2007).

⁶⁷ Intellectual Property Law Server, <http://www.intelprolaw.com/Jobs.shtml> (last visited Mar. 29, 2007).

⁶⁸ IP Law360, <http://www.iplawbulletinjobs.com/JobSeeker/Jobs.aspx> (last visited Mar. 29, 2007).

IP Law Job Blogs

Blogs are a newer web application. Blogs allow quick and easy posting and are considered a value added place to post jobs since employers have learned that many tech savvy job applicants surf blogs. Blogs also offer RSS feeds that allow you to subscribe and let the job opening honeybee sent to you at the instant it was posted. The really good news is that the number of IP blogs with job postings seems to be growing daily.

LegalMojo.com is a job board for legal professionals.⁶⁹ It has an IP section. It is part of the RTIP network of over 5,000 subscribers and over 150,000 monthly visits. Visitors are almost exclusively attorneys.

The Invent Blog is the law blog of registered patent attorney Stephen M. Nipper, covering IP news and information relevant to independent inventors and, yes, jobs for lawyers.⁷⁰

TechLawAdvisor.com is edited and published by Kevin Heller, a one time NYC intellectual property lawyer.⁷¹ Its job offerings are certainly more modest than LegalMojo, but it only takes one golden post for that dream job.

Industry Portals / Directory Sites

Our web mining so far has found general job, legal job, and IP job sites. Consistent with the theme of the introduction to this article, IP is interdisciplinary, and IP jobs can be found in non-traditional sectors. Let us look at a few examples in science and engineering.

BioSpace.com is a provider of web-based resources and information to the life science industry. With over one million unique monthly visitors, BioSpace.com offers a large distribution channel for job recruitment.⁷² Google powers the site, so keyword searches result in law jobs.

The Institute of Electrical and Electronics Engineers ("IEEE"), a non-profit organization, is the world's leading professional association for the advancement of electrical technology. Through its global membership, the IEEE is a leading authority on areas ranging from aerospace systems, computers and telecommunications, to biomedical engineering, electric power, and consumer electronics, among others. Their job site, includes IP jobs.⁷³

⁶⁹ Legal Mojo, <http://www.legalmojo.com/> (last visited Mar. 29, 2007).

⁷⁰ <http://inventblog.com/category/ip-jobs/> (last visited Apr. 22, 2007).

⁷¹ Tech Law Advisor on Jobs, <http://techlawadvisor.com/jobs/> (last visited Mar. 29, 2007).

⁷² Biospace Jobs, <http://www.biospace.com/jobs/> (last visited Mar. 29, 2007).

⁷³ IEEE, <http://careers.ieee.org/> (last visited Mar. 29, 2007).

Recruiters

Law recruiters are ubiquitous on the web. You can get lists of dozens of firms with simple searches. They dominate the listings in many of the databases listed above. After visiting hundreds of sites, it seems that dozens of firms recruit IP lawyers. There is no common factor to discuss in finding all of the firms with IP jobs. The National Association of Legal Search Consultants is the national professional organization for the legal search field. A good place to start is their membership directory.⁷⁴

You could also start with a portal of legal recruiters. Another site by American Lawyer Media's Law.com has a recruiter directory and allows you search IP jobs using the search site box.⁷⁵

Beyond that, there are some firms that specialize in recruiting IP lawyers. It is difficult to weigh the value added of these recruiting firms over other older general recruitment firms who have served IP law firms for long periods of time. Under the tenuous theory that those firms that do nothing but IP hiring might have some edge, several are provided for your review.

- IP-Recruiter.org is exclusively in the business of helping law firms and corporate legal departments build exceptional teams, while helping IP Attorneys and Patent Agents achieve their long-term objectives.
- William K. McLaughlin Associates, an executive search firm for over forty years, has assisted patent attorneys in finding positions with leading law firms and corporations throughout the United States. They have openings for patent attorneys in all technical arts.⁷⁶
- EliteConsultants.com is an executive search firm dedicated exclusively to the placement of attorneys in all areas of intellectual property, including licensing, litigation, and transactional law.⁷⁷

⁷⁴ National Association of Legal Consultants, <http://www.nalsc.org/> (last visited Mar. 29, 2007).

⁷⁵ ALM, <http://www.lawjobs.com/> (last visited Mar. 29, 2007).

⁷⁶ William K. McLaughlin Associates, <http://www.wkmclaughlin.com/> (last visited Mar. 29, 2007).

⁷⁷ Elite Search Consultants, <http://www.eliteconsultants.com/> (last visited Mar. 29, 2007).

Academic Jobs

As an employment service for higher education, AcademicKeys.com provides a comprehensive listing of job openings in academia.⁷⁸ You can select the category of IP to limit your search.

The online version of the *Chronicle of Higher Education* has a database called Chronicle Careers that allows you to choose law specialty and add keywords to find IP positions.⁷⁹

CONCLUSION

Just like many other professional fields, there are many jobs available at any given time. The best advice is to be in the right place at the right time. The web can harness technology to assist you in keeping a flow of potential jobs in plain view; it can make you an expert on the range of jobs for IP professionals; it can help you to monitor trends in the IP law firm and related hiring fields; and it can help you do intelligence work to choose a law firm or prepare for an interview.

As powerful as the web may be in revealing IP jobs, it can only facilitate the other factors that get you a job. You need to be rigorously honest about your skills and education. In his book *The Brand You*, author Tom Peters sees a new kind of professional who believes that to excel you need to stand out. Landing a job and job security means developing marketable skills and making yourself distinct and memorable.⁸⁰ Think early about a strategic plan to build *brand you* with smart choices about courses and real world experience you have or need to build to market yourself as a value added professional. You need to learn to build rapport and networking skills to supplement the brute force of technology with the kindness of other humans who might want to see you get ahead.

Finding a job in the IP field can be a challenge. Patience is a virtue if needed. Enlist an interdisciplinary team to help you. If you are a student, work with your Career Services Office. It is not their job per se to find you a job, but to empower you with advice and information. Your team could include librarians who are experts at finding information. Career counselors can help you

⁷⁸ Academic Keys, http://law.academickeys.com/seeker_job.php (last visited Mar. 29, 2007).

⁷⁹ The Chronicle of Higher Education, <http://chronicle.com/search/jobs/> (last visited Mar. 29, 2007).

⁸⁰ Tom Peters, *The Brand You: Fifty Ways to Transform Yourself from an 'Employee' into a Brand That Shouts Distinction, Commitment, and Passion!* (Knopf 1999)

identify your strengths and weaknesses and that which you like and dislike so that your job match can be like a connection from eHarmony. Keep in touch with faculty and staff at your school. Networks are like gardens—tend them or they might wither. Attend professional organizations and press the flesh to make your network your team. Best of luck in finding that perfect IP job!