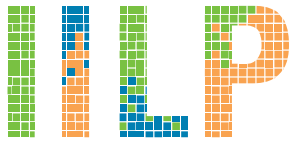


3-3-2010

Patents and Green Technology

New York Law School



Institute for
**INFORMATION
LAW & POLICY**
at New York Law School

Patents and Green Technology

The need to be “green” is everywhere; from the market to the media, the technology used to promote environmental efficiency has gained international popularity. The green movement is mainstream, as the public has become inundated with advertisements full of hybrid or energy efficient products ranging from cars to light bulbs. But like any other new technology, these inventions also deserve the exclusive rights granted to inventors under patent law. The new administration has brought attention to this field by calling for greater developments in the areas of green energy and other environmental protections. It is evident that the need for these technologies is worldwide. Will all of this attention lead to an increase in respective patent applications?

Speaker

Carl Horton, Chief IP Counsel, General Electric Company (GE)

Wednesday, March 3, 2010

6:00 p.m.–8:00 p.m.

Room B410

Carl Horton, Chief IP Counsel for GE, will be speaking about the recent rise in interest of green technologies and how they fit in with patent protection. In the past 12 years, Horton has led IP teams in over 10 countries throughout the world in protecting a wide range of products and services for GE including diagnostic imaging equipment (such as MRI, CT, PET and ultrasound equipment, and related contrast agents); hospital information technology systems and genomic/proteomic-based products; and circuit breakers and reliable power transmission systems, switches, drive systems, motors, and a host of high temperature thermoplastic materials.

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