



Archer Announces the Launch of An Intellectual Property Law Blog - ArcherIP.com

Press Releases

03.14.2007

Haddonfield, NJ - March 14, 2007 -- Archer, P.C. has announced the official launch of an intellectual property law web site or "blog." The law firm believes that the site will be an excellent complement to its growing, IP practice. The new site, www.archerIP.com will feature news and informative articles from attorneys who focus on Patents, Trademarks, Copyrights and other aspects of intellectual property law.

"We recognize that our clients are facing a broad array of issues related to the protection of their company secrets and proprietary information. Because this information is so expansive, we've decided to consolidate this news and information with this relatively new commercial application - the legal blog. We believe it will offer an informative, user-friendly line of communication with our clients," said James H. Carll, Chairman of Archer and its Corporate Department.

The Blog will be managed by John Letchford and Mark Sever, two partners in the firm's Intellectual Property group.

John Letchford is a former United States Patent Examiner and has extensive experience in the areas of acquisition, evaluation, transfer and enforcement of intellectual property rights in patent, trademark, copyright, computer, Internet and e-commerce matters. During his service with the United States Patent and Trademark Office and in private practice he has been responsible for the publication of over 500 United States and international patents.

Mark Sever has significant experience in both transactional and litigation matters involving patents, trademarks, copyrights, trade secrets, computers and other technology, Internet and e-commerce. That experience includes negotiating and drafting development, transfer and licensing agreements in a wide array of industries.

In addition to regular contributions by attorneys, the site will also archive presentations on various IP topics. The site also features links to other IP related sites.

<http://archerIP.com> is managed by the Intellectual Property practice of Archer, P.C., one Delaware Valley's largest law firms. The firm serves businesses and individuals throughout the region and in an increasing number of other states and jurisdictions. With a network of five regional offices in New Jersey, Pennsylvania and Delaware, the firm has more than 140 lawyers practicing in all major legal disciplines. For more information about Archer, P.C., go to www.archerlaw.com.

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- Intellectual Property

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