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Patent Law Firm Price Heneveld Announces Sustainability Initiatives

Grand Rapids, Michigan, December 11, 2008 - Price Heneveld announces the first milestone set for its Sustainability Initiative in providing intellectual property legal services to its clients in the Grand Rapids area, as well as across the country. The Sustainability Initiative includes the adoption of newer technologies that allows Price Heneveld personnel to communicate internally, with its clients, with the United States Patent & Trademark Office, and with the Courts in a way that minimizes paper and creates efficient utilization of existing resources.

The first element of the Price Heneveld Sustainability Initiative is the increased use and reliance upon email and scanners for reducing documents to digital form, rather than creating hard copies. While the system has been implemented incrementally over the past few years, this year the firm has essentially eliminated the need for hard copies by the installation of a new document management system and improved computer systems that allow documents and communications to be electronically stored and shared within the firm.

The same technology that has allowed Price Heneveld to reduce the amount of paper used in in-house copying and mailing has also allowed Price Heneveld to eliminate fees previously associated with these services. In the past, law firms have traditionally passed these costs on to their clients. However, the Price Heneveld Sustainability Initiative has allowed the firm to drive down these costs to the point at which the firm is now able to absorb such costs without a separate line item passed on to the client. Price Heneveld's managing partner, Terry Callaghan, points out: "While we're never going to be a paperless society or law firm, we are certainly doing everything we can think of to use less paper."

The Sustainability Initiative has also included the adoption and implementation of electronic filing for virtually all court documents that are filed in the litigation matters across the country that Price Heneveld handles on behalf of its clients. As the documents are electronically filed, they are immediately sent to all attorneys that filed an appearance in the case. In some cases, such filings could amount to several hundred pages with multiple sets being made. Now, only a single physical set of the documents is required. Electronic filings are also used with the United States Patent & Trademark Office for new patent and trademark applications, as well as correspondence throughout the prosecution of the applications. Office interviews conducted in Washington DC, once the common way of communicating with the Patent Office, have largely

given way to telephone conferences. Price Heneveld is presently developing video conferencing capabilities that would allow its attorneys to more effectively communicate with Examiners at the Patent & Trademark Office, as well as their clients, thus minimizing any environmental impact which previously resulted from such travel.

Price Heneveld is also active in assisting its clients in inventions relating to improvements in the environment. Applications for these inventions are awarded accelerated examination periods with the Patent Office so that these environmentally conscious inventions can enjoy longer protection. Applications that can be considered for accelerated examination include those geared toward energy conservation and the enhancement of the quality of the environment. An accelerated patent examination period can result in a longer enforceable life for the patent by virtue of the 20 year life of the patent measured from the patent application filing date.

Finally, the same technology that has allowed the instantaneous communication of information with little environmental impact has allowed Price Heneveld to improve its ability to present evidence during hearings and trials. That is, since the documents are all digitally captured, they can be readily presented digitally to a judge or jury on display screens arranged throughout the courtroom in a way that saves time and allows for the judge or jury to better understand the complex technologies typically involved in such matters. Price Heneveld has been a leader in this area and has utilized this digital presentation technology effectively in a number of successful trials and hearings across the country.

Price Heneveld is also actively working on other ways to improve its Sustainability Initiatives on every level. This includes not only new ways to reduce and reuse items used at the office, including paper, aluminum cans, and plastic bottles, but also providing access to local organizations that recycle large rule books and journals used in the industry.

In sum, Price Heneveld looks forward to opportunities to improve its ability to provide the absolute best possible legal services to its clients, while doing so in an efficient manner with minimal influence on the environment.

Price, Heneveld, Cooper, DeWitt & Litton, LLP is an internationally recognized law partnership founded in Grand Rapids, MI, in 1952. The firm specializes in patent, trademark, and copyright causes, technology-related law, international trade law, unfair competition, trade secrets, antitrust matters, and related law and litigation.