



VLP Expands with Intellectual Property Partner Dianne Reed

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Palo Alto, CA (August 19, 2013) – VLP Law Group LLP announced today that Dianne Reed has joined the firm’s Intellectual Property Group.

Ms. Reed has nearly 30 years of experience in private practice and has worked extensively in virtually all aspects of patent practice for many different types of clients, including start-ups, established companies, investors, nonprofit organizations, and universities. Her work includes the preparation and prosecution of patent applications; development and implementation of long-term patent strategies; due diligence reviews and opinion work; analysis of patent issues in business transactions; counseling with respect to competitors’ IP and activities; and the handling of IP issues related to the FDA regulatory process, including ANDA and NDA submissions, Orange Book listings, patent certifications and statements, and patent term restoration requests. She has also served as a patent law expert in pharmaceutical patent litigation.

“We are excited to welcome Dianne to the firm,” said David Roise, Chair of VLP’s Intellectual Property Group. “She combines a strong chemistry background with a broad range of IP experience, from patent prosecution to advising clients with respect to IP strategy and due diligence. The addition of Dianne to VLP’s IP group will expand our already strong ability to meet client demand for strategic advice on complex IP matters.”

Dianne has experience in a broad range of technology areas, including chemistry, chemical engineering, biochemistry, materials science, pharmaceuticals, drug delivery, diagnostics, nanotechnology, and medical devices. Her clients over the years have included Cetus, Chiron, Genentech, Alza, Scios, Quantum Dot, Nektar Therapeutics, Affymax, Angiotech, Labcyte, Bayer, Agilent, Teva USA, Stanford, Caltech, and Kaiser Permanente.

“I believe VLP’s innovative approach to client-service and cost-effectiveness is the best platform for my practice,” Reed stated. “I look forward to collaborating with VLP’s excellent group of attorneys and working in an environment that will most benefit my clients, said Reed.”

Reed received her Bachelor of Science in chemistry from M.I.T. in 1979, attended graduate school in chemistry at U.C. Berkeley, and received her law degree from U.C.-Hastings in 1984. Dianne was an associate and then a partner at Irell & Manella, leaving with the patent group to join Morrison & Foerster as a partner in 1991. Shortly thereafter, Dianne founded her own firm, the Reed Intellectual Property Law Group, which fourteen years later was acquired by the Boston-based firm of Mintz, Levin, Cohn, Ferris, Glovsky & Popeo.

About VLP's Intellectual Property Practice

Our Intellectual Property Practice Group is dedicated to providing the best protection of our clients' intellectual property (IP) at the most cost-effective rates available. We provide services across a range of industries, including biotechnology, high technology, clean technology, pharmaceutical technology, medical devices, software, engineering solutions, and other cutting edge technologies directed to meet the particular needs and stage of development of our clients. Our attorneys and specialists can offer companies counseling, strategic advice, and specific protection for intellectual property in the fields of:

- Patent
- Trademark
- Copyright
- Trade Secret

In addition, we work closely with clients to develop business strategies to enhance intellectual property protection and to advance its commercialization. We oversee our clients' interests in a variety of business transactions, such as licensing, drafting joint development and strategic alliance arrangements, and addressing the IP aspects of everyday business endeavors and potential litigation risks.

We specialize in building clients' IP portfolios strategically and cost-effectively, while mentoring clients to achieve the greatest value for their technology and resources and to use their internal resources whenever possible. When it comes to patents, we do not just prepare and file patent applications - we evaluate patent portfolios and analyze existing patent technology licenses, and then structure in-house IP protection processes and draft patent applications based on this knowledge and the intended outcome. We guide protection of branding and marks, including trademark selection, clearance and registration, structuring and restructuring trademark ownership, and trademark and copyright support. We represent clients in copyright law and protection of artistic works and find creative ways to protect these valuable, creative works.

VLP also provides an extensive array of IP due diligence services. We are experienced in representing investors who wish to investigate the IP aspects of a potential investment and in representing acquirers who seek a more comprehensive understanding of a target company's IP status. For a straightforward licensing transaction, we can assist in evaluating the technology being licensed in addition to negotiating the transaction itself. When representing companies preparing for a financing or acquisition, we can conduct "pre-diligence," to help the company identify and correct weaknesses that could concern the investor. We recognize that both sides of the table need the diligence work to be focused, relevant, helpful, and economical - in other words, actual Due Diligence.

All of our attorneys have outstanding credentials and an average of over ten years of experience. Our virtual structure sharply reduces our firm's overhead, so that we can offer attractive fee arrangements, often charging close to half the rates that large law firms charge. And our virtual operation affects neither the quality of our work, nor the availability and dedication of our lawyers. Quite the contrary - at VLP, we are dedicated to proving that expensive overhead does not provide great service - great people do.

About VLP

Founded in 2008, VLP is a business and transactional law firm that delivers top quality, efficient and cost-effective legal services. Our practice reaches across many industry sectors, including high tech, life sciences, angel and venture capital financings, clean tech, retail, consumer product, commercial lending and real estate. VLP has continued its strong growth, and is made up of noted attorneys with significant experience who believe VLP's unique, client-oriented and cost-effective model is the best platform for their practice. Our partners are regularly recognized by their peers as outstanding attorneys, and the firm has been recognized as a top company for its promotion of quality of life in the workplace. Our lean model means that we can provide sophisticated, focused services to our clients, and we can do it at competitive rates.

VLP partners represent clients that vary in size from individual executives and early-stage startups to Fortune 500 companies. Our clients include public and private corporations, venture capital investors, private equity funds, educational institutions, nonprofits and individuals. We provide general corporate, licensing, contract, intellectual property protection and counseling, securities regulation, financing, employment, merger and acquisition, real estate, tax and other legal services.