



Intellectual Property Attorney Kent Cheng Joins VLP Law Group

Palo Alto, CA (September 19, 2011) VLP Law Group LLP is very pleased to announce the expansion of its Intellectual Property practice with the addition of Dr. Kent H. Cheng as a partner. Dr. Cheng joins VLP from Cohen Pontani Lieberman & Pavane LLP where he was a partner representing clients in the pharmaceutical, biotechnology, medical device, and high tech industries.

Dr. Cheng has extensive experience in preparing and prosecuting patent applications before the U.S. Patent Office and the patent offices of countries in Europe, Asia and the Americas. He has also represented clients in due diligence matters relating to their patent portfolios for licensing, and in private placements and initial public offerings. Clients that Dr. Cheng has assisted in procuring and/or analyzing patents include Genzyme, U.S. Bioscience (now part of Medimmune), Hoffman-La Roche, Novartis, Sandoz, Hoechst (now part of Aventis), Boehringer Ingelheim, Galderma, ScinoPharm, Optimer Pharmaceuticals, Hon Hai Precision Industry, City University of New York, and Academia Sinica. Dr. Cheng also has many years of experience in patent litigations. He has represented clients in actions in U.S. district courts, Court of Appeals for the Federal Circuit, U.S. Supreme Court, and the International Trade Commission.

“Clients now more than ever require effective counsel to protect their technology in the marketplace, avoid litigation, and conduct pre-litigation planning,” Dr. Cheng stated. “VLP attorneys understand the clients’ businesses and provide clients with high quality legal representation without the high cost and inefficiency of a traditional law firm.”

Dr. Cheng has lectured on U.S. patent law and practice in the U.S., Europe and Asia, and he has trained attorneys and patent agents in preparing and prosecuting patent applications, in analyzing patents and in preparing opinions on patent validity and infringement issues. Dr. Cheng received a B.A. in Chemical Physics from Columbia



University, a Ph.D. in Chemistry from Brandeis University, and a J.D. from Pace University. He is a member of the District of Columbia Bar and the New York and Connecticut State Bars, and is registered to practice in the U.S. Patent and Trademark Office. Dr. Cheng was previously an attorney at Pennie & Edmonds and Fish & Richardson.

"I am very excited to welcome Kent Cheng to VLP's growing IP practice. His technical background and many years of practice in patent law mesh well with our current group of outstanding IP attorneys," stated practice leader David Roise. "In addition, Kent's extensive experience in Asia will help to strengthen and broaden the geographic footprint of our firm. With the rapid growth of chemical and pharmaceutical industry in China and other Asian countries, we look forward to Kent's familiarity with and connection to this important part of the world."

About VLP's Intellectual Property Practice:

VLP's Intellectual Property practice is dedicated to providing the best protection for our clients' intellectual property at the most cost-effective rates available. Our attorneys and staff provide services directed to meeting the particular needs and stage of development of our clients across a range of industries, including biotechnology, high technology, clean technology, pharmaceuticals, medical devices, software and other cutting edge technologies. We provide counseling, strategic advice and specific protection in all areas of intellectual property, including patent, trademark, copyright, and trade secret.

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 in recent months has added noted attorneys from firms on the West and East coasts 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.

VLP partners represent clients that vary in size from individual executives and early-stage startups to Fortune 500 companies. Our client base includes public and private corporations, venture capital investors, private equity funds, educational institutions, nonprofits, and individuals.

VLP provides general corporate, licensing, contract, intellectual property protection and counseling, securities regulation, financing, real estate, employment, merger and acquisition, tax, and other legal services. VLP is a geographically distributed firm of highly qualified attorneys with outstanding credentials and an average of over 10 years of experience. We have no central office, and our technology platform allows us to collaborate easily and to operate with a small, highly specialized staff. Our lean model means that we can provide sophisticated, focused services to our clients, and we can do it at competitive rates.

For more information about VLP, visit www.vlplawgroup.com

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