



®

Cislo & Thomas LLP
Patents, Copyrights, and Trademarks

Marketing

What is Marketing?

The management **strategy** through which goods and services move from concept to the customer.

Cislo & Thomas Strategy

- Cislo & Thomas LLP is a full service intellectual property law firm, specializing in patent, copyright, and trademark litigation and providing Quality Client Care® to businesses and institutions throughout Southern California since 1979.

The Four P's of Marketing

- PRODUCT
- PLACE
- PRICE
- PROMOTION



1. Product

WHAT WE DO

Patents

Our patent experts are prepared to help you in all aspects of **Patent Law**, including preparation of design, utility, and provisional patent applications, searching, filing, clearance, prosecution, licensing, maintenance, and litigation.

Trademarks

In helping you distinguish your products from those of your competitors, our skilled attorneys are active in all aspects of **Trademark Law**, including investigations, prosecution, and licensing.

Copyright

Our attorneys oversee all aspects of **Copyright Law** and **Entertainment Intellectual Property Law**, including registration, licensing, enforcement, and litigation, in order to protect all of your written and artistic intellectual property.

IP Litigation

Having successfully settled or won over 98% of our cases, our attorneys are experts in all aspects of **Intellectual Property Litigation**, including patent, trademark, and copyright matters, as well as trade secret misappropriation, idea theft, false advertising, and unfair competition.

IP Expert Witnessing Mediation & Arbitration

Many of our highly experienced IP Attorneys also serve as intellectual property **Expert Witnesses** in state and federal litigation in California. They also act as third party **Mediators** and **Arbitrators** to help resolve intellectual property disputes.

Trade Secret and Unfair Competition

We have successfully set up **Trade Secret** protection programs for our clients and helped enforce trade secrets, as well as handle trade secret and **Unfair Competition** litigation matters.

Domain Name Law & Enforcement

Our lawyers are highly experienced in all aspects of **Domain Name** enforcement, having handled numerous Uniform Domain Registration Proceedings (UDRP's).

Cybersecurity & Privacy Law

We address **Cybersecurity** and **Privacy Law**, planning, auditing, and defense in order to secure your company's data privacy and practice General Data Protection Regulation (GDPR) and California Consumer Privacy Act (CCPA) compliance.

2. Place

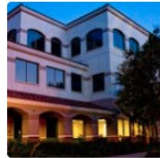
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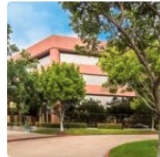
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Pasadena, CA 91106

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San Diego



12636 High Bluff Drive, Suite 400
San Diego, CA 92130

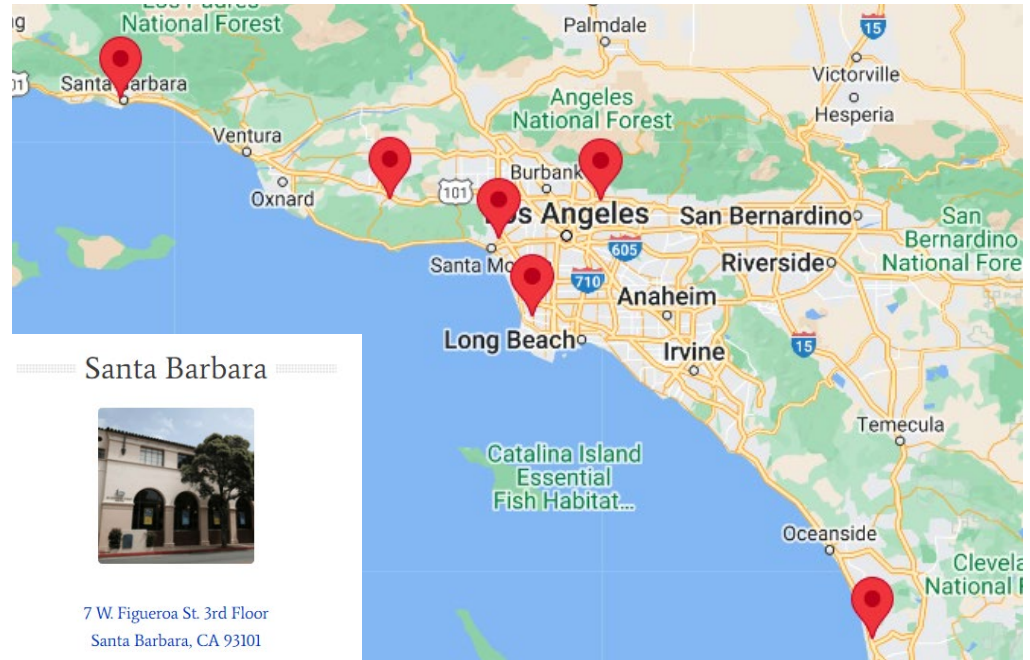
Phone: (619) 481-5448

Torrance



21515 Hawthorne Blvd., Suite 200
Torrance, CA 90503

Phone: (310) 405-7425



3. Price

- Price is about **PERCIEVED VALUE.**



Quality Client Care®



Successfully Won or Settled 98% of Our Cases

Super Lawyers – Awarded Multiple Years

“Top Attorneys, Southern California” – *Los Angeles Magazine*

“Top Patent Firms” – *IP Today*

“Top 10 Law Firms” – *Pacific Coast Business Times*

“AV Preeminent” – *Martindale-Hubbell Highest Ranking*

Quality Client Care® Since 1979

Creators of Patentfiler®, Trademarkfiler™, Copyrightfiler™, and Tradeseecretfiler™ Client User Platforms



Before we address our
final “P”, let’s revisit our
firm strategy...

How do the P's fit into our strategy?

PRODUCT → Cislo & Thomas LLP is a full service intellectual property law firm, specializing in patent, copyright, and trademark litigation and

PRICE → providing Quality Client Care®

PROMOTION → to businesses and institutions throughout Southern California

PLACE → since 1979. **PRICE**

4. Promotion

Promotion is centered around **Target Market.**

- A specific group of consumers at which a company aims its products and services
- **Cislo & Thomas LLP: Businesses and Institutions**
- How do we reach those Business and Institutions?
 1. **Other Attorneys/Professionals**
 2. **Existing Clients**
 3. Google/Internet Presence

4. Promotion

Other Attorneys/Professionals

New York Law Journal Law Topics ▾ Surveys & Rankings ▾ Cases ▾ People & Community ▾ Judges & Courts ▾

Public Notice & Classifieds ▾ All Sections ▾

Intellectual Property and Fashion Design: Protection and Enforcement

A wide range of designs may be eligible for protection under three main IP categories, namely patent, trademark and copyright, and these may be complementary and effective when used together.

August 26, 2022 at 02:10 PM

8 minute read

Retall

By Kristin B. Kosinski | August 26, 2022 at 02:10 PM

NECA ARTICLE AND SELF-ASSESSMENT TEST

By C. Wook-Pek and Jeffrey C. Sheldon

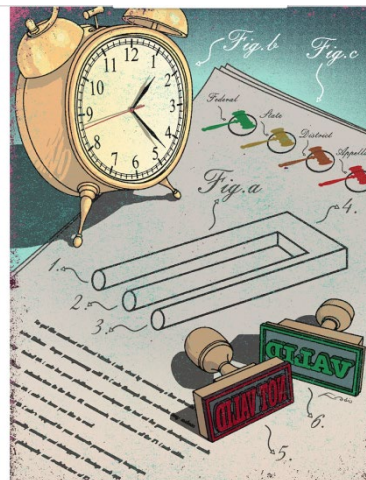
A Federal Case in a State Court

One important take-away from Warsaw Orthopedic, Inc. v. Sasso is that a party should not delay in bringing a declaratory judgment action when a related state court proceeding is pending.

HERE IS AN OLD ADAGE in another sport: "Never have a fight in the hands of the judge." Federal courts have exclusive jurisdiction with respect to matters pertaining to patent disputes. The patent statute makes this clear: "The district courts shall have original jurisdiction of any civil action arising under any Act of Congress relating to patents, plant variety protection, copyrights and trademarks."¹ If this statement was not clear enough, the statute goes on to state: "The base court shall have jurisdiction over any claim for relief arising under any Act of Congress relating to patents, plant variety protection, or copyrights."²

Federal courts even have specific procedural rules carved out for patent litigation.

C. Wook-Pek is a partner and registered patent attorney with Ciske & Thomas in Los Angeles where he practices intellectual property law. Jeffrey C. Sheldon is also a partner of Ciske & Thomas practicing intellectual property law in Los Angeles County.



C&T **CISLO & THOMAS LLP®**
Patent, Copyright and Trademark
Litigation Attorneys at Law

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"We have the best Intellectual Property Attorneys in Southern California, who litigate and protect IP."

Daniel M. Cislo, Esq.
Managing Partner

Serving Businesses in California Since 1979

With Office Locations in
West Los Angeles/Santa Monica, Westlake Village,
Santa Barbara, Pasadena and San Diego

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4. Promotion

Existing Clients



Hoping for a terrific 2022!

[Handwritten signatures of the Cislo & Thomas LLP family]

From your Cislo & Thomas LLP family



Cislo & Thomas LLP Monthly Newsletter

July 2022 Happenings



Daniel M. Cislo, Esq.
Managing Partner

Cislo & Thomas LLP is a full service intellectual property law firm providing patent, trademark, copyright, and trade secret legal services to the private, business, and entertainment communities, both locally and worldwide through our network of associates in every major country of the world.

We have offices in Los Angeles, Westlake Village, Santa Barbara, Pasadena, Torrance, and San Diego to serve our clients' intellectual property needs from Santa Barbara to San Diego Counties. Our offices and attorneys are conveniently located in order to provide the greatest possible access to our highly skilled experts in all types of IP.

See how we can help you protect your IP and avoid charges of infringement. We have helped thousands of businesses since 1979, and we know we can help you.

CONTACT US

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The Future of Drug Pricing in the U.S.

Takeaway: The Food and Drug Administration (FDA) and the United States Patent and Trademark Office (USPTO) may work together in the future to determine drug pricing.



Leaders of both agencies said that they were trying to strengthen the patent system to curb drug pricing abuse. In a joint post, USPTO Director Kathi Vidal and FDA Commissioner Robert M. Califf said that the agencies are working on initiatives to review whether certain patents are actually valid and weed out cases where drugmakers are gaming the system to stave off generic competition.

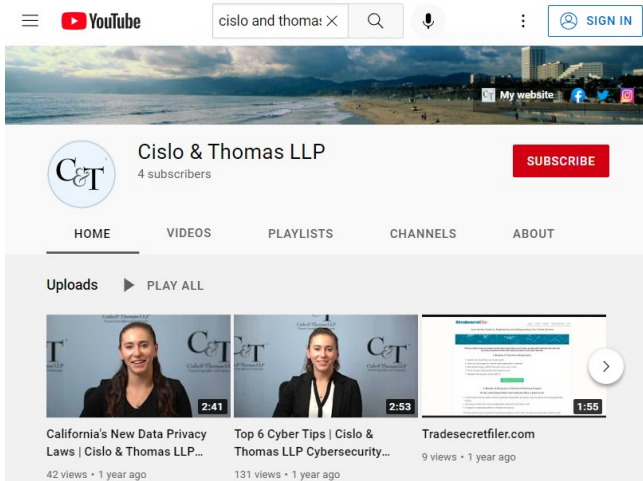
The post stated that, "The USPTO will work to ensure that patent examiners have the time and resources they need to conduct a thorough review of patent applications for pharmaceutical inventions. The FDA will assist the USPTO in providing patent examiners with state of the art training in the pharmaceutical and biologics fields, and the USPTO will provide new tools for patent examiners to search the enormous and growing global databases of technical information ... to determine whether similar innovations already exist."

4. Promotion

Google/ Internet Presence

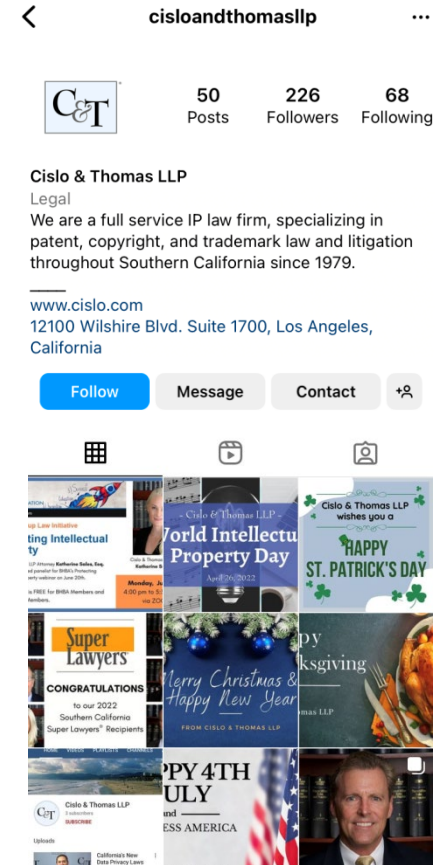


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We have Successfully Litigated or Settled
Over 98% of Our Cases



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4. Promotion

Google/ Internet Presence



Is our Marketing working?

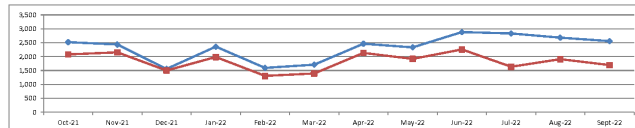
“If you can't measure it, you can't manage it.”

Cislo & Thomas Marketing - October 19, 2022

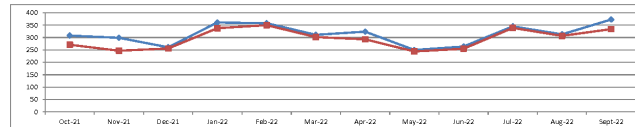
SEO Results for ctdo.com

	Santa Monica	Westlake Village/TO	Santa Barbara	West Los Angeles	Pasadena	San Diego	Torrance
Patent	1	1	1	1	1	-	1
Patent Attorneys	1	1	1	3: (Milford)	3	-	3
Intellectual Property Attorneys	1	1	1	1	3	-	2
Copyright Attorneys	1	1	1	3: (Ivyerson)	2	-	3
Trademark Attorneys	3: (Mandour)	1	1	3: (Milford)	1	-	2
Trademark	1	1	1	1	3	-	1

New Client Matters:	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sept-22	Oct-22
from Existing Client Referrals													
from Other Lawyer Referrals	3	10	2	2		2	2	4	3	3	4	4	2
from Google Referrals	2		1			2	1	1	1	1	4	1	



Web Traffic Ctdo.com	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sept-22	Oct-22
Total Visitors	2,520	2,437	1,557	2,359	1,997	1,715	2,462	2,330	2,882	2,833	2,681	2,557	1,770
Unique Visitors	2,080	2,152	1,503	1,989	1,308	1,195	2,132	1,919	2,258	1,635	1,909	1,696	1,131



Web Traffic PatentFiler.com	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sept-22	Oct-22
Total Visitors	308	299	261	361	338	311	324	250	264	345	313	373	183
Unique Visitors	271	247	226	338	330	312	295	244	235	339	307	334	146

Web Traffic TrademarkFiler.com	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sept-22	Oct-22
Total Visitors	54	55	38	56	63	89	112	44	30	32	23	34	24
Unique Visitors	48	30	31	49	37	58	72	36	25	26	20	31	19

Web Traffic C&T LinkedIn	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sept-22	Oct-22
Visitors Per Month	227	123	144	236	185	179	278	179	187	98	111	75	42

New Client References	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22
Google	1		2	1	7	7	2	2	1	2	6	3	
Existing Clients	7			3	3	2	3	1	2	3	5	1	2
Attorney Referral	6	8	3	4	3	9	7	1	5	2	3	2	2
Other				1	1	1			1		1	1	

Potential New Client References	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22
Google	2	3	11	6	3	8	12	7	6	7	13	6	1
Existing Clients	2			1	2		2	2		3	5	1	
Attorney Referral	2	5	2	1	4	2	1	2	2	4	6	3	
Other		3	3	3	3			1	1			1	1

PNC to CLI Conversion	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22
Google	50%	18%	17%	100%	100%	100%	17%	29%	17%	29%	46%	50%	
Existing Clients	100%			100%	100%	100%	100%	50%	100%	100%	100%	100%	
Attorney Referral	100%	100%	100%	75%	100%	100%	100%	50%	100%	50%	50%	67%	
Other		0%	0%	33%	33%	100%		0%	100%			100%	

New Work	AVG	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22
Trademark	39	18	37	16	34	44	68	16	21	78	61	48	23	16
Opinion/Search	14	12	15	14	30	16	19	9	13	15	8	7	6	6
Utility	12	9	17	5	22	13	6	7	15	17	6	12	15	2
Design	3	7	3	1	3	2	3	1	4	4		4		
Provisional	2	1	2	2	2	3	2		4	2	1	2		
TTAB	2	2	1		2	5	4	2		1				2
Litigation	3	2	5	2	2		3	3	2		4	1	3	1
PatentFiler	2	1	5	1	2	3	2	1			5		1	3
Expert Witness	1									1		1	1	

October Event Participation

Dan	10/13: Santa Monica Bar Association Installation Dinner
	10/3: Zoom Troika with Mark McFarland and Steven Schecter from Encino 2; 10/4: Troika Lunch with Zeev Haskel and Brian Grossman from Santa Monica 2 Provisors Group; 10/11: Breakfast with George Kahn and Eric Gharakanian from Culver City Provisors Group; 10/11: Provisors Food Industry Affinity Group; 10/12: Encino I Provisors Group Meeting
Wook	10/13: Santa Monica Bar Association Installation Dinner; 10/19: Santa Monica 5 Provisors Group Meeting
Kristin	10/25: Culver City Provisors Group Meeting
Peter	
Dave	
Jeff	
Katherine S	
Katherine B	
Rebecca	

Any Questions?