

## Featured Panels: Technology & Trademark Panels

Neutrals on the Technology Panel, one of about two dozen CPR institute Panels of Distinguished Neutrals, have experience in all aspects of scientific disputes. They have backgrounds in natural sciences, computer science, electronic, engineering and similar technologies. Most have backgrounds in patent and other intellectual property disputes.

M. Scott Donahey, an independent mediator and arbitrator in Palo Alto, Calif., and a member of CPR's Technology and Trademark Panels, has a technology-based practice that includes biotechnology, pharmaceuticals, Internet, and, computer science. He has more than 20 years experience in complex commercial, intellectual property, and international commercial disputes.

Donahey says, "I decided the first domain name case under the ICANN policy [Internet Corporation for Assigned Names and Numbers], and have since decided over 350 trademark related cases. Recently I have decided several patent-related cases in the medical device and agricultural fields."

This level of extensive experience is shared by the neutrals on these panels. For example, the Trademark panel includes lead-

ing practitioners who are highly experienced in resolving trademark, copyright, design patent, and trade dress disputes between corporations, as well as unfair competition disputes.

Technology and trademark disputants also may consult CPR's Biotech, Health Care & Life Sciences Panels, which are composed of neutrals with experience in all aspects of technological medical disputes.

The former judges and attorneys with extensive intellectual property and other technical backgrounds who serve on these two panels acquired their experience while serving at places like the International Trademark Association in New York City and the World Intellectual Property Organization in Geneva, Switzerland, as well as firms like New York-based Foley & Lardner, and companies like AT&T Corp. and General Electric Co.

Neutrals on these panels hold degrees in fields such as chemical and electrical engineering, and have represented clients like the Intellectual Property Owners Association in Washington D.C.

Susan H. Nycum provides mediation and arbitration services in domestic and

international IP and technology-related disputes. She is a former international partner at Baker & McKenzie, where she was chair of the firm's North America Intellectual Property and Information Technology practice group, a coordinator of the firm's global IT practice group, and a member of the firm's governing bodies for North America and for Asia Pacific. She also is a member of CPR's Technology Panel.

Nycum, who is based in Portola Valley, Calif., writes, "My years of hands-on experience in technology and serving as counsel in commercial transactions involving both users and suppliers of technology means that as an arbitrator, I can cut through the technical jargon and rhetoric to understand the facts and party positions in a case. It is also extremely helpful in addressing E-Discovery issues."

For further information about these or other CPR Panels of Distinguished Neutrals, visit [www.cpradr.org](http://www.cpradr.org), or contact Mara Weinstein, Special Projects and Panels Manager at [mweinstein@cpradr.org](mailto:mweinstein@cpradr.org).

—Mara Weinstein, CPR Institute 

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