

# Noli IP Newsletter

NOLI IP Solutions, PC

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## Welcoming the New Year!

By Mariana Paula Noli, Esq.

I have no doubt that 2019 will be another year full of new challenges and opportunities! I plan for us at Noli IP to take full advantage of these

started this company, I was driven by my *brave ignorance* of the challenges ahead and a *romantic innocence* about the practice of



Our founder, together with Ms. Noli and Scotti during her visit to the office in Bs. As.

opportunities and continue to constantly improve ourselves in all aspects.

2019 will be the year we have the joy and happiness of celebrating Noli IP's 5<sup>th</sup> year anniversary in May. It is true that when I first

law. In these first five years of managing my own legal practice, I have had the opportunity to grow, learning more than I ever imagined, about law, about business, about people. Also, I

## Hello 2019!

By Erica V. Durant

An eventful year has passed and we are looking forward to the year ahead. Now, more than ever we are committed to continue providing you with the most customized, affordable legal service that will never disappoint you and we will help you identify, protect and capitalize your intellectual property rights.



This year Noli IP Solutions, PC will celebrate its fifth-year anniversary, we are all quite excited and proud to say that we have come a long way since its formation in 2014. Every January since I have been part of Noli IP, I worked closely with Mariana reviewing the past year's performance, what we have done right, what we can do better and where there is room for growth. There is nobody better than our clients to let us know what we can do better in the new year so please do not hesitate to email me at [erica@noli-ipsolutions.com](mailto:erica@noli-ipsolutions.com) any suggestions you may have.

have learned that there are no perfect individuals, but there are only perfect teams.

I often remember my father telling me that to be a “real lawyer” takes at least five years of practice of law when I graduated law school with honors back in 2001. That was not what a young ambitious lawyer likes to hear after working very hard to get to the top of her class. Looking back now, I think I understand what he meant. I hope that it is true for business as well, five years in business is a real reason to celebrate!

The style and culture of any law firm is to a large extent determined by its leader. For all these years, I have been hard on the members of my team to achieve excellence and reach their highest potential because that is what I expect for myself. Even after 16 years of practice of law, I continue to develop professionally and grow in knowledge. For example,

in 2018, I had the honor of being elected as the Vice-President of the Italian-American Lawyers Association (IALA) and Vice-Chair of the California Lawyers Association Intellectual Property Section, International Interest Group.

Difficulties and challenges gave me the opportunity to examine myself as a leader. When encountering difficulties, I always told myself that complaining is never a good solution to a problem. So just hold on and try harder, lady. Time allocation is a real challenge. It is always hard to admit when I am wrong but the only way to improve is when we can admit our mistakes, reflect on them and change. I am sure that I have failed in many aspects the past five years, but I am constantly learning from others in my group. My devoted team makes me a better leader.

On the other side of the coin, I always encourage

the members of our group to grow and I emphasize the importance of putting ourselves in the clients’ shoes. We have to understand our clients’ businesses and know the clients’ expectations. As much as I can, I guide every single one of the people in my group in every aspect, sharing my knowledge and experience in any way I can to make us a better team.

For us, our client’s success is our success. We do the best to solve the problems faced by our clients and strive for the broadest rights for them. Something I can assure you is that no matter what happens in this new year, we won’t lower our standards. We will continue to work hard for you and moving forward. We are committed to become the best professionals and the best team we can be for you. We believe that you deserve the best. Thank you for entrusting us with your business.

## USPTO Expedited Cancellation Pilot Program

The United States Patent and Trademark Office (USPTO) is piloting a

program to explore the effectiveness of an expedited cancellation

proceeding for challenges to registrations of allegedly unused marks as part of the

USPTO's initiatives to ensure the accuracy and integrity of the Trademark Trial and Appeal Board (TTAB). The program is designed to save users time and money compared to the traditional proceeding.

This initiative is part of a larger effort from the USPTO to make sure that registered trademarks that are not actually in use in commerce may block other trademark owners from registering their marks.

Under this pilot program, the TTAB identifies newly-filed cancellation proceedings limited to abandonment or nonuse

claims that may benefit by some form of the Board's existing Accelerated Case Resolution (ACR) procedures. The TTAB has an established practice of offering ACR in inter partes proceedings to simplify and speed up proceedings, allowing the parties to save time and money.

The TTAB began identifying instituted cancellations involving ONLY ABANDONMENT OR NONUSE GROUNDS as potentially eligible for the program. In such cases, once the answer is filed, the assigned TTAB Interlocutory Attorney informs the parties that the

TTAB will participate in their mandatory discovery conference.

The TTAB makes every effort to issue final decisions in ACR cases within 50 days once they are ready for decision.

You may participate in the pilot even if your case is not initially identified by the TTAB, and even if you already conducted by your discovery conference. Coordinate with your opponent and call the Interlocutory Attorney assigned to schedule a conference.

For more information, please email us at [mail@noli-ipsolutions.com](mailto:mail@noli-ipsolutions.com)

Noli IP Solutions, PC continues to actively participate of the activities of the italian american lawyers community. Ms. Diane Fischer and Ms. Mariana Noli participated of the IALA's annual California Supreme Court Night dinner at Casa Italiana.

*Congratulations to our founder Ms. Mariana Noli, Esq. on becoming 2019's First Vice-President of the Italian-American Lawyers Association (IALA) in Los Angeles.*

