

***Patent drafting, analysis and dissection: LexisNexis® introduces PatentOptimizer™***

Failing to properly procure patent rights to key innovations can result in the loss of R&D investment, product investment, business opportunity and market advantage. Carefully worded and tightly structured patents can effectively secure the rights to key innovations for many years, whereas poorly worded and loosely structured patents can result in limited coverage, or worse yet, no coverage. Many of the common errors in patent drafting, such as lack of antecedent basis, insufficient support in the disclosure or part labeling inconsistencies, can easily be avoided with new analysis solutions provided by LexisNexis. Specifically, LexisNexis introduces LexisNexis® PatentOptimizer™ version 3.0, an enhanced workflow solution that provides a series of unique capabilities that assist with the analysis and drafting of patent text. These capabilities aid the practitioner in developing internally consistent, concise and well tailored patent applications. Additionally, it will be shown how the same tools can be used to analyze and dissect online issued patents.

**Brian Elias** is one of two Directors at LexisNexis responsible for Intellectual Property Product Management. He has worked in the online information industry for over 16 years and held various intellectual property related positions, including Director, IP Strategy and Development, for Matthew Bender, LexisNexis IP Online Content Product Manager and IP Product Analyst. He is a former EPD Product Manager, responsible for implementing various new capabilities in the development of the premier lexis.com online web offering and has taught Legal Research and Writing at Sinclair College. Brian is a registered U.S. patent attorney, with a Juris Doctor degree from Pepperdine University and a bachelor's degree in Chemistry from Miami University of Ohio. He is a member of the Colorado and Pennsylvania bars.