Intellectual Property Expert Mark Nowotarski to Highlight Importance of Peer Review of Patents to AIChE

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Mark Nowotarski, President of Markets, Patents & Alliances L.L.C., an intellectual property consulting firm, and is a registered U.S. patent agent specializing in business method patents. He invented and patented 17 new chemical engineering inventions which generated over $300 million in new product sales. He serves clients in the insurance, method patents. He invented and patented 17 new chemical engineering inventions which generated over $300 million in new product sales. He serves clients in the insurance, method patents.

Nowotarski will present "Peer Review of Patents: An IP Trend for the Digital Era," in which he will demonstrate how peer review of patents can be used to increase the value of intellectual property patents.

The lecture is based, in part, on Nowotarski’s experience both as a peer reviewer and applicant in the Peer to Patent trial, a two-year social media experiment in the recruitment of outside experts into the USPTO’s patent examination process. Nowotarski submitted two patent applications for review.

Nowotarski utilized social media tools to generate discussion and drive traffic to the Peer to Patent web site for one of his applications, "SoberTeen(TM) Driving Insurance," a way to reduce unsafe driving practices among young drivers. Peer to Patent sparked dozens of unique conversations about the application.

"The Peer to Patent experience was valuable," Nowotarski said. "As a former Corporate Fellow for Praxair, I know it is important to get genuine peer review of new concepts. Our goal in participating in Peer to Patent was to try to make peer review work better and open it up to the chemicals and pharmaceuticals industry. As a result, we have a new concept called 'The Examiner Advocate' that should achieve those objectives. We will be presenting the early results of this new process at the conference."

For more information about the AIChE annual meeting, which runs from Nov 8 -13 in Nashville, TN, go to www.AICHE.org. Nowotarski will speak Nov. 10 at 12:30 p.m.

About Mark Nowotarski
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SOURCE Markets, Patents & Alliances L.L.C.
SSRI) reports that the release of the company's Third Quarter 2009 financial results will take place on Thursday, November 5, 2009. A conference..

**California, Nevada and South Carolina Approve Frontier’s Acquisition of Verizon Wireline Operations in Those States**

STAMFORD, Conn. - Frontier Communications Corporation (NYSE: FTR) announced today that its pending acquisition of Verizon Communications’ local wireline operations has received approvals from the California Public Utilities Commission, the Public Utilities Commission of Nevada, and the...