



Welcome to the ***Bold Bullets Newsletter***

**A showcase of Aerospace, Healthcare, and Software patent law news**

Visit our [website](#) for access to more patent news

Check out the [BOLD Blog!](#) Where Bold puts our own spin on featured articles.

[BOLD Bits!](#) Tune in for quick tips, tricks, and lessons in Intellectual Property.

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## [Aerospace](#)



[A team of scientists at MIT, with the help of the government and industry collaborators, are fundamentally redesigning the shape of modern aircraft. As a way to reduce greenhouse gas emissions from aircraft, the scientists have created the](#)

"Double Bubble" design so that the fuselage itself creates lift and requires less engine power to stay in the air.

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## Healthcare



Dr. Anthony Atala of the Wake Forest Institute for Regenerative Medicine have developed a way for human cells, tissues, bones, and even organs to be duplicated and reproduced using a printer. With the Integrated Tissue and Organ Printing (ITOP) system, the scientists and doctors at the institute can use a person's own cells to create replacement parts for that patient's body.

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## Software



[New software allows users to control robots using virtual reality technology! Instead of using a keyboard or series of control sticks, a person can now use his/her own eyes, arms, and hands to control a robot. The software allows for the robots to be controlled from miles away!](#)

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## **Federal Court Sides With SDCC International. Is This The End For Other Comic-Cons?**



[Read the rest of the article here!](#)

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## [Bold IP Events](#)

- **Lunch + Learn: Intellectual Property Essentials (Seattle)**

- Lunch + Learn attendees will investigate the basics of IP types: patents, trademarks, copyrights and trade secrets. We will explore some examples of intellectual property types and uses, and finish by discussing implications for you and your startup business!
- Date/Time: Wednesday, January 10, 2017 – 12:00 PM – 1:00 PM (PDT)
- Location: Impact Hub Seattle – 220 Second Ave South Seattle, WA 98104 – [View Map](#)
- View Details and RSVP on [Eventbrite](#)

- **Meetup: Seattle Coffee Startups & Patents (Seattle)**

- Date/Time: First Tuesday of Every Month – 4:00 PM to 5:00 PM (PDT)
- Location: Impact Hub Seattle – [220 Second Ave South Seattle, WA 98104](#) – [View Map](#)
- [View Details & RSVP Here](#)

- **Northend Bold Ideas Patents & Donuts (Mountlake Terrace)**

- Come enjoy a Q&A session where founding patent attorney, J.D. Houvener, will discuss Patent Law and other Intellectual Property subject matter! Donuts are included!
- Date/Time: First Friday of Every Month – 9:00 AM to 10:00 AM (PDT)
- Location: Bold IP (Mountlake Terrace Office) – [6100 219th Street SW, Suite 480, Mountlake Terrace, WA 98043](#) – [View Map](#)
- [View Details & RSVP Here](#)

- **Meetup: Tacoma Bold Ideas Patents & Donuts (Tacoma)**

- Come enjoy a Q&A session where founding patent attorney, J.D. Houvener, will discuss Patent Law and other Intellectual Property subject matter! Donuts are included!
- Date/Time: Fourth Friday of Every Month – 10:00 AM – 12:00 PM (PDT)



- Location: Bold Innovations, [1742 Pacific Ave. #406, Tacoma, WA](#)
- [View Details & RSVP Here](#)

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## **Legal Bulletin**

The 2018 Winter Olympics in PyeongChang, South Korea is fast approaching! Over 80 nations will be participating across 102 events in a friendly competition of winter sports. Although South Korea has been preparing their facilities for the upcoming world event, there is just as much work on the legal front.

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### **General Laws of the Olympic Games**



[From registering a logo, to providing security for the Olympic athletes, to basic marketing and advertising, there are legal implications for a nation to host the Olympic games.](#) Despite the lighthearted nature of the Olympic games, the International Olympic Committee (IOC) still expects participating countries and athletes to abide by the contractual agreements and rules behind the Olympic games. One issue that the games have faced on multiple occasions is the presence of doping and other performance-enhancing drugs.

[Most recently, the nation of Russia has been barred from participating in PyeongChang during the 2018 Winter games, but the IOC has made a few exceptions within the contract to permit certain Russian athletes to participate.](#) The IOC has made a path for clean athletes to represent themselves in the games, but does not allow for the athletes to represent Russia.

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### **Trademarks, Branding, and the Olympics**



The Olympics is a worldwide event. The coverage of the Olympic games spans across multiple nations, tv channels, social media outlets, and much more. Yet, those that are in charge of the marketing and advertisement of the games have the intellectual property on lockdown. [The International Olympic Committee has a vast portfolio of registered trademarks](#) as well as the protection via the [Olympic Association Right](#) (OAR). The OAR protects the committee against the associative use of Olympic words, mottos, and symbols that might be used to represent the games.

[With this, many companies that are not officially partnered with or sponsoring the Olympic games can face legal issues should they use specific terminology in their marketing and advertisements](#), but they still want to profit off of the popularity of the games. [The current sponsorship model for the IOC favors a small number of large sponsors. This leaves smaller companies with the task of to creating a false, unauthorized commercial association, leading to very creative promotions.](#)

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## [The Patents of the Winter Olympics](#)

When it comes to the Winter Olympics, many of the sports, events, and athletes require specialized equipment to participate. From ice skates, to skis, snowboards, and curling brushes, the Winter Olympics is chock-full of sporting equipment.

Needless to say, the majority, if not all, of that equipment is patented. Whether the sport has been around for centuries, or newly founded, the equipment used by the athletes in the games is protected under IP law. [Here is a list of 17 historic patents that made the winter olympics possible.](#)

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## **Bold IP Client Spotlight**



At Bold IP we cherish our relationships with our clients. We are particularly proud when we get to help local businesses obtain trademark registrations for new launches and branches. We recently had the pleasure of helping this business apply for a few trademark registrations.

For [Gene Juarez Salons & Spas](#) we assisted with its trademark registration applications for the wordmarks 'GJ Men' and 'Gene Juarez Men,' and the design mark 'GJ Men' for their first-ever standalone men's salon. Gene Juarez is an award-winning salon and spa that has been serving its Pacific Northwest clients since 1971, and it has since grown to ten locations. Gene Juarez has now introduced Gene Juarez Men at The Shops at the Bravern alongside the salon and spa, where it offers a variety of salon services only for men.



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