

# **The Prinz Law Office Announces Opening of Los Angeles Office in Santa Monica**

The Prinz Law Office is pleased to announce the opening of its new office in Santa Monica. To read about the opening of the firm's new office, please check out the press release issued in conjunction with the announcement.

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# **The Prinz Law Office Announces New Rates and Rate Plans for 2015**

The firm has announced its new rates and rate plans for 2015, which will include a new plan for start-ups that the firm is just making available for the first time.

For additional information about the 2015 rates and rate plans, please contact Kristie Prinz at [kprinz@prinzlawoffice.com](mailto:kprinz@prinzlawoffice.com).

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# The Prinz Law Office Opens Santa Monica Office

Press Release 12.9.14

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## World Trademark Review Interviews Trademark Lawyer Kristie Prinz in “Responsive PR is a Must When Media Cries ‘Trademark Bully’”

[Click here to read story.](#)

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## World Trademark Review Interviews Silicon Valley Trademark Lawyer Kristie Prinz

The World Trademark Review recently interviewed Silicon Valley Trademark Lawyer Kristie Prinz. A blog post linking to the story is below:

<http://www.siliconvalleyiplicensinglaw.com/recent-interview-kristie-prinz-for-world-trademark-review/>

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## **Report Claims that Most Apps Fail to Protect Users' Privacy**

Do most apps on the market fail in providing users' with basic privacy protections?

As the Silicon Valley Software Law Blog reported in a recent blog posting, a recent study suggests that this is in fact a common problem in the software industry, as further discussed in the link below:

<http://www.siliconvalleysoftwarelaw.com/report-reveals-that-the-majority-of-apps-on-market-ignore-privacy-concerns>

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## **Challenges of Negotiating Licenses with Start-ups**

What are some of the challenges in negotiating a license with a start-up? The Silicon Valley IP Licensing Law Blog recently explored this issue in the following blog post:

<http://www.siliconvalleylicensinglaw.com/challenges-of-negotiating-a-licensing-deal-with-a-start-up/>

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## **California Adopts Smartphone Killswitch Law**

California has adopted a law that require smartphones sold in the state to have smartphone kill settings enabled as the default settings on the phone. The Silicon Valley Software Law Blog explores the impact of this legislation in the link set forth below:

<http://www.siliconvalleysoftwarelaw.com/california-adopts-smartphone-kill-switch-law>

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## **California notifies App-based Ride Service Uber and Competitors that Service is Illegal**

The state of California has notified Uber, Lyft, and Sidecar that their services are illegal under California law, as further discussed by the Silicon Valley Software Law Blog in the post below:

<http://www.siliconvalleysoftwarelaw.com/california-notifies-ap>

**p-based-ride-service-uber-and-competitors-that-service-is-illegal**

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## **How to Manage Intellectual Property Disputes as a Start-up**

How do you manage intellectual property disputes as a start-up with limited resources? The Silicon Valley IP Licensing Law Blog explored this issue in the following blog post:

**<http://www.siliconvalleyiplicensinglaw.com/successfully-managing-intellectual-property-disputes-as-an-early-stage-start-up/>**

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## **California Governor Signs Law Prohibiting Nondisparagement Clauses in Consumer Contracts**

California has adopted a law prohibiting nondisparagement clauses in consumer contracts, as the Silicon Valley Software Law Blog explored in the blog post linked below:

**<http://www.siliconvalleysoftwarelaw.com/california-governor-signs-bill-prohibiting-nondisparagement-clauses-in-consumer->**

## **Google Settles with FTC over In-App Purchases Made by Children**

The Federal Trade Commission has announced that Google has agreed to refund customers' unauthorized in-app purchases made by their children in the Google Play Store, as the Silicon Valley Software Law Blog discussed in its recent blog posting attached below:

<http://www.siliconvalleysoftwarelaw.com/ftc-settlement-with-google-to-require-refund-of-unauthorized-in-app-charges>

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## **Trademark Commissioner Resigns over Allegations of Nepotism Law Violations**

Trademark Commissioner Deborah Cohn recently resigned after a controversy arose over allegations of a nepotism law violation, as was reported by the Silicon Valley IP Licensing Law Blog in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/trademark-commissioner-resigns-over-allegations-of-nepotism-law-violations/>

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# **Getty Images Copyright Dispute Against Microsoft to Challenge Legality of Recently Released Widget**

Getty Images recently initiated litigation against Microsoft, alleging that its new widget was resulting in the infringement of its copyrights, as was further discussed by the Silicon Valley IP Licensing Law Blog in its recent blog post:

<http://www.siliconvalleyiplicensinglaw.com/getty-images-copyright-dispute-against-microsoft-to-challenge-legality-of-recently-released-widget/>

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# **Twitpic's Abrupt Announcement to Shut Down over Trademark Dispute: Convenient Excuse or Full Story?**

Twitpic has announced that it will be shutting down over a trademark dispute with Twitter regarding the use of the name "twitpic." The Silicon Valley IP Licensing Law Blog looked

at this issue and questioned whether the reasons for the shutdown in the attached blog post:

<http://www.siliconvalleyiplicensinglaw.com/twitpics-abrupt-announcement-to-shut-down-over-trademark-dispute-convenient-excuse-or-full-story/>

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## **IP Licensing Lawyer Kristie Prinz Presents on Negotiating License Agreements with Startups**

IP Licensing Lawyer Kristie Prinz recently recorded a course for the Certified Patent Valuation Analyst Program titled “Negotiating License Agreements with Startups.”

[Click here to view description of course.](#)

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## **Landmark Copyright Verdict Against Media Companies**

Freelance photographer Daniel Morel was recently awarded a



\$1.2 million damage verdict against Agence France-Presse (“AFP”) and Getty Images after it was found that they willfully infringed Mr. Morel’s photos of the 2010 earthquake in Haiti. The Silicon Valley IP Licensing Law Blog discussed this case in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/landmark-copyright-verdict-against-media-companies-serves-as-cautionary-tale-to-all/>

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## **Supreme Court Ruling on Who Bears the Burden of Proving Infringement in a Licensing Dispute**

The Supreme Court has held that a patent owner has the burden of proving infringement when the licensee files a declaratory judgment action in a patent licensing dispute in the case of *Medtronic Inc. v. Mirowski Family Ventures, LLC*, as was further discussed by the Silicon Valley IP Licensing Law Blog in the following link:

<http://www.siliconvalleyiplicensinglaw.com/supreme-court-rules-that-patent-owner-bears/>

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# Avoiding Marketing Traps Around Milestone Events

Marketing around big events could result in a trademark dispute, as the Silicon IP Licensing Law Blog discussed in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/steering-clear-of-marketing-traps-around-milestone-events/>

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# Supreme Court to Hear Streaming TV Case

The Supreme Court has agreed to hear the Aereo streaming TV case, as is further discussed by the Silicon Valley IP Licensing Law Blog in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/supreme-court-to-hear-streaming-tv-over-the-internet-case/>

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# The Prinz Law Office Announces New Rate Packages

# for 2014

The Prinz Law Office has announced its new rate packages for 2014.

For information on the firm's 2014 rates options, please contact us at [kprinz@prinzlawoffice.com](mailto:kprinz@prinzlawoffice.com).

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