



Cleantech Law Partners

Cleantech Law Partners, PC
548 Market Street, Suite 59966
San Francisco, CA 94104
www.cleantechlaw.com
866.233.8064

FOR IMMEDIATE RELEASE:

Eric Lane Joins Cleantech Law Partners as Director of Intellectual Property Practice Group

San Francisco, (February 19, 2014) Cleantech Law Partners (www.cleantechlaw.com) announces today that leading Patent Attorney Eric Lane has joined the firm as the Director of the Intellectual Property Practice Group.

Cleantech Law Partners, a full-service law firm dedicated exclusively to the legal and policy needs of the renewable energy industry, is proud to be able to bring on yet another top-notch attorney who specializes in intellectual property issues in clean technology and renewable energy.

With both a life sciences degree and recognized expertise in green technology, Eric has a deep understanding of a range of technologies including renewable energy technologies such as wind, solar PV, CSP, biofuels, and geothermal, energy storage technologies, carbon capture and sequestration, data communications, mechanical, chemical, internet and software. Eric brings to his practice more than a decade of experience handling a wide range of complex IP issues at major law firms.

Eric is the founder and author of Green Patent Blog (www.greenpatentblog.com), an award-winning website dedicated to discussion and analysis of intellectual property issues in clean technology. His book, *Clean Tech Intellectual Property: Eco-Marks, Green Patents, and Green Innovation*, published by Oxford University Press, is one of the first comprehensive resources on issues at the intersection of IP and green technologies.

Clean technology is rapidly evolving, and new ideas are generated constantly. Many of these ideas are hard to classify within the standard categories of patent law. Researching prior art and developing claims that are sufficiently broad to provide protection requires a keen awareness about the industry that many patent attorneys and firms lack. In line with CLP's goal of providing our clients with complete expertise in the unique areas of clean technology and renewable energy, Eric will serve a vital function. Because Eric has been and will continue to work in this area extensively, he is in a position to provide clean technology companies with the intellectual property protection that they need to commercialize the potential of their ideas.



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About Cleantech Law Partners:

Cleantech Law Partners (“CLP”) is a full-service law firm dedicated exclusively to the unique legal and policy needs of renewable energy project developers and cleantech companies. CLP’s legal team has extensive knowledge of the clean technology industry and experience guiding clients through a variety of alternative energy projects, including: solar, wind, biogas, geothermal, tidal, green building, smart grid, and energy efficiency. Cleantech Law Partners helps developers, investors, manufacturers, and entrepreneurs obtain permits, negotiate power purchase agreements, draft key legal documents, secure intellectual property rights, access government funds, and manage financial transactions. CLP also advises clients on corporate matters, and serves as outside in-house counsel. For more information about Cleantech Law Partners, please visit: www.cleantechlaw.com; or contact Rivka Yakovson at +1(866) 233-8064, ext. 105, or via email: ryakovson@cleantechlaw.com.

About Eric Lane:

Eric has a broad-based expertise and experience in both international general practice law firms and intellectual property boutique firms. In particular, Eric has worked extensively in the area of cleantech and renewable energy. Eric also is experienced in trademark prosecution and provides strategic trademark advice, including litigating trademark matters before the USPTO Trademark Trial and Appeal Board. Eric counsels small companies and entrepreneurs in patent, trademark and copyright matters, assisting them in protecting the intellectual property assets critical to their livelihoods. For more information about Eric Lane, please visit: <http://cleantechlawpartners.com/team/eric-lane.html>. Eric can be reached at +1(866) 233-8064, ext. 157, or via email: elane@cleantechlaw.com.

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