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SALIWANCIK, LLOYD & SALIWANCIK **The Smart Choice in Intellectual Property Law**



Shareholders James Parker, Jeff Lloyd, David Saliwanchik and Christopher Eisenschenk, Ph.D.

They say you can measure a man by the company he keeps. Similarly, you should be able to judge a business by its clients, in which case the intellectual property law firm of Saliwanchik, Lloyd & Saliwanchik (SLS), in Gainesville, stands in good company. Despite its small-town locale, the firm has a client list that many firms in larger cities would envy. "When you're looking to hire a law firm," says Shareholder David Saliwanchik, "you could look at their marketing materials. But perhaps greater insight can be obtained by looking at the work they're doing and at whom they represent. We are very proud that highly sophisticated clients have chosen to entrust the protection of their IP assets to our firm."

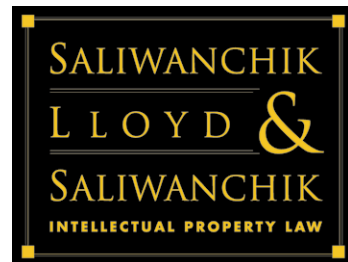
The client list of SLS is both varied and impressive, ranging from local technology ventures to international corporations. It features names like Merck Serono, Dow Agrosiences and LG Innotek. University clients include renowned universities abroad such as the Universities of Hong Kong, Cambridge, and Oxford, as well as domestic universities known for their research, including the University of Florida, the University of Tennessee, and Texas A&M University.

Shareholder Jeff Lloyd notes that SLS has all the necessary resources to get the job done. Its attorneys have advanced degrees, years of experience, and a wide range of technical backgrounds. Many of the attorneys are also Board Certified Experts in Intellectual Property Law, a distinction granted by the Florida Bar to individuals having special knowledge, skills, and proficiency in IP law. The attorneys balance their technical expertise with an element of creativity. Given that the firm's founder, Roman Saliwanchik, was the first attorney to successfully argue at the appellate level for the patentability of living microorganisms, the firm has a history of out-of-the-box thinking. "We try to find a way to get something patented, as opposed to just accepting the usual standards of what other people think is or isn't patentable," says Lloyd.

While the personnel and the work of SLS are world-class, the attorneys are amiable and accessible. "We've been told that one thing that distinguishes us from larger firms is that clients can actually get the attorney handling their case on the phone," says Shareholder Chris Eisenschenk, "not just an assistant or a junior attorney. Clients appreciate speaking directly to an attorney having an in-depth knowledge and understanding of their technology and the surrounding legal issues."

There's also a good chance they'll be able to do it in the clients' own language. No fewer than seven languages are spoken by members of the firm, says Saliwanchik, an important benefit to its worldwide client base. "We not only speak their language in a technical sense, but in the literal sense as well," he says.

In addition, the firm's boutique nature allows it to be more responsive, flexible, and accommodating to the unique needs of its clients. "When you're representing inventors, high-tech businesses, and universities, flexibility and accommodation can go a long way," says Saliwanchik. "Our smaller size makes it possible for us to provide individual attention to, and to meet the specific needs of, each client."



3107 South West Williston Road
Gainesville, FL 32608
www.slsipatents.com
352-375-8100