**WHO WE ARE AND WHAT WE DO:**

Salubrix is a provider of intellectual property (IP) training services specifically designed for engineers, scientists and technology managers (“technology developers”). We specialize in IP law and we train technology developers on relevant aspects of the law that directly impact their job function. Salubrix’s services focus predominantly on the following forms of IP:

- **Patents**
- **Trade Secrets**
- **Trademarks**
- **Copyrights**

Greater emphasis, however, is placed on patents because of the disproportionate impact this form of IP has on technology companies and universities.

**WHO WE ARE NOT AND WHAT WE DO NOT DO:**

Salubrix is not a law firm, patent boutique or invention submission company. More specifically, we do not:

- **Provide Legal Services**
- **Litigate IP Rights**
- **Commercialize IP Through Licensing**
- **Write and File Patent Applications**

Lastly, Salubrix is not a “non-practicing entity” or “patent troll” and neither are we associated with such entities.

**HOW WE ADD VALUE TO YOUR BUSINESS:**

Salubrix adds value to your business by equipping technology developers with the analytical framework needed to spot IP issues and generate valuable IP. The more knowledgeable technology developers are about IP, the more likely these developers will disclose IP, mitigate the loss of IP rights and champion IP policies that enhance your company’s return on investment in research and development.

Many technology companies, especially smaller companies and startups, do not have IP departments that can routinely train technology developers on key aspects of IP law. IP training is also lacking in universities where IP rights are often permanently lost due to the disclosure of research findings in technical publications. In the absence of routine training, technology developers are more susceptible to:

- Withholding the disclosure of IP because they think the IP is not significant (obvious) or otherwise not patentable;
- Prematurely disclosing or misappropriating the IP;
- Engaging in contracts and development efforts with third parties that encumber or gives away the IP;
- Not revealing existing IP owned by the company/university that could readily generate revenue through licensing;
- Innocently engaging in infringement activities and/or
- Generating emails and other written communication that subsequently subject your company to greater losses in litigation (treble damages).

Technology developers that are more knowledgable of IP are more likely to spot IP issues earlier in the product development process. Identifying IP issues early allows the developer to modify the design while there is flexibility in design choices. Often, slight design changes can make the difference between a verdict of non-infringement and infringement where hundreds of millions of dollars are at stake.
The page contains course offerings and a training philosophy. The course offerings are listed as follows:

**SAL101**  
**IP For Engineers and Scientists**  
This is a one or two-day course that focuses on IP issues that frequently arise within the scope of a technology developer’s job. Topics covered in this course include requirements for patentability, provisional patent applications, activities that result in the loss of patent rights, use and protection of trade secrets and know-how, application of non-disclosure agreements, patent infringement and designing around patents. The impact of the America Invents Act on development activities is also discussed.

**SAL102**  
**IP For Technical Sales and Marketing Teams**  
This is a one-day course that focuses on IP issues that frequently arise in a sales and marketing context. Topics covered include fundamental principles of patents, trade secrets, trademarks and copyrights as applied to sales and marketing activities. The participant will also learn what sales and marketing activities will result in the loss of IP rights and how to mitigate such loss. The impact of the America Invents Act on sales and marketing activities will also be covered.

**SAL103**  
**IP For Technology Managers and Executives**  
This is a one-day course that focuses on best practices in IP from an enterprise policy perspective. Topics covered include applied, fundamental principles of patents, trade secrets, trademarks and copyrights. Emphasis is placed on creating a work environment that nurtures and rewards innovation. Policy issues relating to public disclosure of IP and patent searches is also discussed. IP strategies and aligning the creation of IP with business objectives is emphasized.

The training philosophy is detailed as follows:

**Our Training Philosophy:**

Salubrious (sa·lu·bri·ous/sa'lu:brēəs/) means favorable to or promoting health or wellbeing. The trademark “Salubrix” is an extract of salubrious and means promoting healthy, policy-centric, best practices in IP for technology developers. As such, Salubrix takes a holistic approach to teaching IP concepts to industry professionals. This holistic approach focuses on:

1. **IP Protection**
2. **IP Strategy**
3. **IP Risk Mitigation**

This three-pronged approach, referred to as the “IP Trinity™,” provides a framework for how the technology developer should think about the creation of new products and processes. The IP Trinity™ model is in stark contrast to how IP is generally taught in law school. This model enables the participant to see relationships between different forms of IP and how this IP may be used to promote business objectives.

Salubrix provides a quality training experience at your location (onsite) or at select public training centers around the United States. With onsite training, course content may be tailored to meet the needs of your employees.
Dr. Michael Baker is an electrical engineer and patent lawyer with over 18 years of corporate experience. His engineering education began at Florida A&M University and culminated at the Georgia Institute of Technology with a Ph.D. in Electrical Engineering.

Dr. Baker worked as an R&D engineer for Hewlett-Packard (Corvallis, Oregon). At Hewlett-Packard, Dr. Baker was primarily responsible for the development of semiconductor processes used in the manufacture of inkjet print heads.

During his later years at Hewlett-Packard, Dr. Baker wrote and prosecuted patent applications covering emerging inkjet and Micro-Electromechanical System (MEMS) technology. Following his tenure at Hewlett-Packard, Dr. Baker acquired substantial engineering and IP experience while employed at Sharp Labs of America (Vancouver, Washington).

At Sharp, Dr. Baker’s responsibilities included working collaboratively with R&D teams to identify patentable inventions early in the product development process. He was also responsible for reverse engineering competitors’ parts to demonstrate patent infringement in support of assertion licensing activities. Dr. Baker routinely performed freedom-to-operate searches and assisted R&D teams in designing around competitors’ patents.

Upon completing his Juris Doctorate at Lewis & Clark College of Law (Portland, OR), Dr. Baker served as the Director of IP Operations and Technology at IPValue Management Corporation (Bridgewater, New Jersey). There, he managed a team of engineers and analysts responsible for commercializing Xerox Corporation’s worldwide patent portfolio. Dr. Baker is credited with three patents and multiple engineering publications. He is also a highly sought after IP conference speaker. When Dr. Baker isn’t training engineers and scientists, he can be found having fun with his wife and two children.

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