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About AnswersIP™

AnswersIP™ is built upon Lissi Mojica's public and private sector leadership in USPTO post grant and appeal proceedings and Cheryl Milone Cowles' IP Strategy in executing prioritized IP rights aligned with business strategy. The firm's practice focuses on electronic, e-commerce, automotive, medical devices and mechanical technologies, along with a range of IP assets and business programs to support them. Cheryl and Lissi's successes with clients, from startups to Fortune 100, represent maximizing the value of IP assets across their life cycle.

Post Grant Proceedings

AnswersIP operates at a critical time of secondary challenges to the world's most important patents. Lissi's expertise derives from her leadership of the Center for Reexamination Unit (CRU), after being appointed by then Director Dudas to coordinate the efficiency and quality of reexaminations. Lissi proposed the CRU with the mission of unifying disparate PTO post grant proceedings. She then created and led the CRU for its first 5 years. As a result, Lissi was instrumental in drafting Inter Partes Review (IPR) policy at its inception, premised on the principles of the CRU. She then entered private practice at a premier global law firm, Dentons, in the burgeoning days of IPRs.

After completing 60+ IPRs, Lissi also has received industry recognition of her work in post grant proceedings, with a formal rank as the 14th most successful IPR professional (by Patexia.com, Study of IPR success rates between 2013-2018). In addition, Lissi's leadership while at Dentons also aided Dentons in achieving the rank of the 1st most successful IPR firm.

Lissi's Successful Track Record

- In representing a patent owner, Lissi successfully obtained denial of a PGR petition and denial of all meaningful claims, i.e., 16 of 18 claims, in a second PGR petition, both filed in 2016—an overwhelming victory.
- In a departure from an industry wide settlement of assertions by patent owner Pace LLC against Ford Motor Company in 2016, Lissi led Ford in a successful defense and invalidation through 25 IPRs of 9 asserted automotive patents (8 of the 9 were later upheld on appeal). The savings to Ford was in the \$50-75 million-dollar range.
- Prior to the availability of IPRs in 2013 (when eBay similarly faced a sizable patent assertion), Lissi filed 12 inter partes reexaminations and was successful for each filing (later upheld on appeal).
- In a patent owner representation of Adobe in 2012, Lissi's response to an IPR filing resulted in the PTAB declining to institute the petition in its entirety (which occurred in less than 5% of the petitions at that time).

IP Strategy

AnswersIP™ innovates how IP law is practiced. The vision of AnswersIP™ is a new IP strategy that provides answers to how to execute prioritized IP rights specifically aligned with business strategy based on intentional, systematic and cost-effective insights.

Prior to AnswersIP, Cheryl was a partner at Lee & Hayes, a premier patent prosecution firm. Cheryl also founded the business model, launched and led Article One Partners (ArticleOnePartners.com, AOP) as its CEO (through 2013) and Chairman through acquisitions by IP service companies ipCreate, Inc. and RWS. AOP crowdsources requests for patent research to its global community. The most respected global companies and law firms have described AOP as revolutionizing the transparency of patent data to improve patent quality.

Cheryl's early success with AOP led to an invitation to the White House, as one of the top 50 most innovative CEOs in the U.S., for a 2010 Forum to improve government customer service. Additionally, AOP was awarded "Startup of the Year" in Startup 2009, a conference co-hosted by Business Insider and the New York University Stern School of Business. She also has been included among the top 300 Global IP Strategists by IAM Magazine from 2011 to the present. Cheryl is the primary inventor on more than a dozen patents/applications.

"Cheryl Milone Cowles and her team have completely turned around our Company's IP department. With her hard work and counsel, we now have a systematic, intelligent IP strategy that keeps us focused on making intentional and valuable decisions regarding our innovations. Cheryl has helped us develop systematic and efficient processes for translating our company's innovations into a product that addresses the market opportunities. Cheryl's high-level strategic thinking is brilliant and has helped our Company find innovative ways to protect its technology while at the same time staying within its economic framework. The internal management tools that Cheryl provides as part of her services has helped our Company stay focused, organized and efficient so that our company can maintain its focus on generating revenue, creating new innovations, and serving our customers while at the same time increasing our enterprise value." Joanna Wilson, General Counsel, A&P Technology, Inc., www.braider.com, 2016

Cheryl's Industry Recognition

- 2011 to present, Top 300 Global IP Strategists, IAM Magazine
- 2010 Top 50 Most Innovative CEOs in the US, The White House, President Obama, 2010 Forum "Improving Government Service"
- 2009, "Startup of the Year," Startup 2009, Business Insider and NY University Stern School of Business