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National Collegiate Inventors  
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**SCHEDULE**

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AI2V 1: Waltham, MA - 8/1-4  
AI2V 2: Urbana, IL - 9/9-12  
Southfield, MI - 9/28  
Kansas City, MO - 9/29  
St. Paul, MN - 10/6  
 Fargo-Moorehead, MN - 10/12  
Olathe, KS - 11/3

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## ARCHIVES - 2004

### University of New Orleans Speaker Profiles

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#### Juan Lizarraga: Milling Benson Woodward LLP

All aspects of Intellectual Property Law, including prosecution of patent applications before the United States Patent and Trademark Office, patent opinions, litigation of patent infringement, prosecution of trademark applications at the Federal and state level, litigation of trademark infringement, registration of copyrights, advice and litigation of copyright disputes, advice and litigation relating to misappropriation and protection of trade secrets, advice on licensing of intellectual property rights and joint venture technology sharing agreements.

**LITIGATION:** Litigation in Federal and state courts with emphasis in class actions, toxic tort, product liability and maritime personal injury.

**MARITIME/OFFSHORE:** Advice and preparation of offshore drilling, diving and shipyard construction, catering, vessel charter and towing contracts. Advice on sale of United States and foreign flag vessels.

**PROFESSIONAL ACTIVITIES** Member of: The American Intellectual Property Law Association , Louisiana State Bar Association, Federal Bar Association , Society of Naval Architects and Marine Engineers, Charter member of the Intellectual Property Law Section of the Louisiana State Bar Association, Member of the Patent Law and Patent Law Litigation Committees of The American Intellectual Property Law Association. Admitted to practice: State of Louisiana, State of Texas United States District Courts for the Eastern, Middle and Western Districts of Louisiana, United States Fifth Circuit Court of Appeal, United States Patent and Trademark Office, Registration No. 38,226 Parish of Orleans, State of Louisiana, Notary Public, Registered Professional Engineer (Mechanical), State of Louisiana, Registration No. 11395. Published: "Major Revisions to Patent Laws" Recent Developments, Louisiana State Bar Journal, 1995. "Doctrine of Equivalents" and "Interpretation and Construction of Patent Claims" Recent Developments, Louisiana State Bar Journal, 1995. "Interpretation and Construction of Patent Claims" Recent Developments, Louisiana State Bar Journal,1996.

**ENGINEERING EXPERIENCE:** Friede & Goldman, Senior Engineer/Contract Administrator, New Orleans, Louisiana, 1980 - 1983 Contract Administrator on behalf of naval architect for over 15 mobile offshore drilling rigs (total construction cost \$1.2 billion) under construction in Korea, Taiwan, Finland, Norway and Sweden. Negotiated with rig owners on behalf of shipyards and naval architect. Managed communications and negotiations with regulatory agencies such as the United States Coast Guard, the American Bureau of Shipping, Det Norske Veritas, and Lloyd's Register of Shipping. Korkut Engineers, Inc., Vice President, New Orleans, Louisiana, 1966 - 1976 Managed naval architectural firm and practiced engineering in the design of offshore drilling rigs and marine vessels including marine propulsion systems, piping systems and HVAC. Ocean Drilling & Exploration Company (ODECO), Barge Engineer, New Orleans, Louisiana, 1965 - 1966 Served aboard the semi-submersible drilling barge "Ocean Queen" in the Gulf of Mexico, responsible for calculating and maintaining vesselstability.

**EDUCATION:** Loyola University School of Law New Orleans, Louisiana Juris Doctor - 1975 Louisiana State University Bachelor of Science in Mechanical Engineering 1965

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#### Darin McAuliffe: Hotel Booking Solutions LLC

Darin McAuliffe is an 20 year veteran of the hotel industry, beginning his first Internet related venture

when he became Chief Operating Officer and partner of turbotrip.com in 1994, an online travel service that represented over 18,000 websites, providing private label travel services. He was heavily involved in turbotrip's marketing strategy and technology development, in 2001, turbotrip.com was purchased by hotels.com. Darin is a co-founder and COO of NewOrleans.com, L.L.C., a travel-related portal that provides hospitality businesses with internet marketing, web site development, hosting and e-Commerce solutions.

Darin is a member of the Board of Directors for the Louisiana Technology Council. His internet and marketing experience have made him a popular speaker at technology and entrepreneurial conferences and trade shows in the US and Europe.

In 2001, Darin and Partner Chris Lopez purchased Austrian based Hotel Booking Solutions from publicly held Feratel gmbh. After opening offices in New Orleans, La and maintaining offices in Zell am See, Austria, HBS began providing technology based solutions to hotel corporations. HBS technology allows hotel chains to manage multiple reservation systems from their native databases and xml connectivity solutions.

As President, Darin is responsible for conducting and overseeing the marketing, sales, and business development efforts for all products of HBS worldwide, including hobooBox™ channel management solution.

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#### **Malcolm Schwarzenbach**

Malcolm Schwarzenbach is a fifteen-year veteran of marketing and marketing communications on both the agency and client sides of the business. Malcolm's strengths include strategic analysis and consultation for his clients, as well as the ability to bring these concepts into reality.

In 1989 Malcolm began his career with Sawyer Riley Compton in Atlanta. The agency is known for its strategic marketing and marketing communications for primarily business-to-business accounts. At Sawyer, Malcolm worked with such clients as: Eli Lilly and Company, Deutz Engines, Amoco Foam Products and Sterwin Laboratories.

In 1993 Malcolm returned to his native New Orleans to accept an Account Supervisor position with Bauerlein Advertising. While there Malcolm was successful in launching Abita Springs Water Company and The Queen of New Orleans Casino. He also handled Broadwater Beach Resort, General Hearing Instruments and Pellerin Milnor Corporation.

Following his stint at Bauerlein, Malcolm accepted the Marketing Director position with Jamesway Incubator Company, the world's leader in poultry hatchery equipment. The \$60MM international company is based in Cambridge, Ontario, Canada with offices worldwide. As Marketing Director, Malcolm managed all communications and directed the \$1.3MM advertising and public relations budget. He was also responsible for sales support for the global network of distributors, trade show efforts, strategic corporate direction and new products.

In 1998 Malcolm again returned to New Orleans. After being an independent marketing communications consultant for few months, Malcolm lead the team that launched Harrah's New Orleans Casino as an Account Supervisor with Peter A. Mayer Advertising. Malcolm joined Trumpet in December of 1999. He currently leads the agency's Account Services department. During his tenure he has lead award winning campaigns for Tenet HealthSystem, Turner South, St. Luke's Cornwall Hospital among others.

Through his career Malcolm's work has won numerous awards including American Advertising Federation's Addy Awards in New Orleans, Atlanta, and New York; "Best of Show" Addys in New Orleans (6 years straight and running); American Marketing Association's Excellence Awards in Atlanta and New Orleans; New York Art Directors' Ace Award; Business Marketing Association Awards in Atlanta, National Agri-Marketing Awards in Atlanta and a National Citation of Excellence, and others.

As for extracurricular activities, Malcolm serves on the boards of The Medical Center of Louisiana Foundation, The University of New Orleans Chancellor's Advisory Council, the New Orleans Chapter of the American Marketing Association, and the Class of '83 Thanksgiving Drive. In the economic development arena, Malcolm serves as Chair of Fish or Cut Bait's New Orleans Region, is a member of the Top 10 by 2010 Steering Committee and a member of the Steering Committee for the Future of New Orleans Music initiative.

Malcolm is a native of New Orleans, attended Jesuit High School and received a BA in Journalism from Louisiana State University. He is married to Gina Knight, SLP with one child, Malcolm IV.

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#### **Barry D. Self, CEO Southeastern Dental Research Corporation**

Dr Barry Self is a native of Independence, Louisiana and a current resident of Baton Rouge, LA. Dr Self completed his Bachelor of Science in Chemistry from Southern University and his Doctorate in Chemistry from Howard University. Dr Self excelled in his research at Howard University. He produced three publications in the Journal of Biophysical Chemistry and accepted an invitation to present his research at the University of Pisa in Pisa Italy in 1997.

After receiving his Ph.D., Dr Self accepted a Research Scientist position at Colgate Palmolive in Piscataway, New Jersey. As a research scientist, Dr. Self co-authored three patents in only eighteen months of employment. He impressed the management at Colgate Palmolive and upon his resignation, they funded the startup of Dr. Self's research and development corporation. Finally, after leaving

Colgate Palmolive, Dr Self accepted a visiting Assistant Professor position in the Department of Chemistry and Physics at Southeastern University where he served for 2 years.

Today Dr Self is an Assistant Professor in Southern University Department of Chemistry and the CEO SE Dental Research Corporation. SE Dental is one of only two laboratories in the country specializing in the testing and analysis of oral healthcare products. Additionally, Dr Self is active in the community he serves on Board of Directors of Economic Freedom Association and is also a Member of Deacon Board at the Mt Zion First Baptist Church.

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#### **Christopher Skinner, Managing Partner, MakeBuzz, LLC**

Christopher Skinner is managing partner of MakeBuzz, LLC a self-auditing online marketing firm that develops Internet marketing programs for regional, national and international businesses. Mr. Skinner graduated from Louisiana State University in 1989 with a degree in Abstract Mathematics. Applying his education in logic and game theory, Mr. Skinner developed search algorithm design techniques and became one of the original pioneers of search engine optimization eight years ago. As online marketing developed and search engines evolved Mr. Skinner established auto-management of online marketing, specifically of paid placement search engines. As an expert in online marketing, web architecture design and advanced tracking systems, Mr. Skinner has led MakeBuzz to the forefront in providing effective, metrics-based online marketing programs for its client base. He has created artificial intelligence systems for real time marketing and business intelligence, combining game theory with computational linguistics to control cost-volume-profit metrics in real time. MakeBuzz currently has three patents pending on the subjects. MakeBuzz has earned the trust of over 165 major catalogers and B2B companies. Clients include Microsoft, AOL, Ashford.com, Oreck, Tabasco, LL Bean, Eddie Bauer, Ann Taylor, J Jill, CompUSA, Reebok, TMP Monster.com, Travelweb, Restoration Hardware, Cabela's and many others. In September 2001, Mr. Skinner designed the strategy to quadruple a major airline portal's online marketing sales post 9/11, effectively winning market share in difficult economic conditions. In June 2003, MakeBuzz successfully implemented web to telephone tracking, solving a missing link between online marketing efforts and the offline world of the business telephone.

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#### **Robbie Vitrano, Founding Partner/Creative Director, Trumpet**

Under Robbie's direction Trumpet, based in New Orleans with a second office in New York, has grown into the region's premier branding and advertising agency, representing clients such as Turner Broadcasting in Atlanta, Real Mex in Los Angeles, Pan-American Life, Darden Restaurant's Bahama Breeze (Darden is a \$4.7 billion dollar management company operating 1300 locations), Cox Communications, Tenet HealthSystems, the City of New Orleans, Louisiana State Parks, the Contemporary Arts Center, and the New Orleans Police Foundation. Trumpet opened a second office in New York in 1999 and handles four accounts there including St. Luke's Hospital, Harlem Sports World, Kaye/HUB Insurance, and Fresh Direct.

Trumpet's business success has been recognized with the Rising Tide award for outstanding growth by New Orleans Regional Chamber, Business of the Year honors from the Louisiana Department of Economic Development, the Young Leadership Council, and the Louisiana Bar Foundation. The firm is also an Ernst & Young Entrepreneur of the Year Finalist. Trumpet was listed by Adweek as the second fastest growing ad agency in the nine-state Southwest region as well as a Top 100 private New Orleans company by City Business.

Trumpet's work has been named Best of Show seven consecutive years by the American Advertising Federation and the American Marketing Association named Trumpet's work as the most effective in New Orleans two of the last three years. Robbie has received more than 200 awards for advertising excellence from such organizations as the Art Directors Club of New York, London International Film Festival, Show South, and the American Advertising Federation. Adweek named him a Creative All-Star for writing.

He is a founding member of the Idea Village and currently serves on its Board of Directors. He was named by Mayor Nagin to the Downtown Development District, serves on Loyola's Alumni Board and Communications Advisory committee, as well as the boards of Unity for the Homeless, New Orleans Center for the Creative Arts, and the Crescent City Farmer's Market. He is a past board member of the Young Leadership Council and the New Orleans Police Foundation. Gambit named him to the "Forty Under Forty" list and City Business named him to the "Power Generation."

He has lectured internationally on the subject of marketing, at conferences on branding, advertising and creativity; taught at the Portfolio Center in Atlanta, Loyola University and Tulane; and served as a judge for international advertising competitions such as the Clios.

He is a graduate of Loyola University where he founded the university's ad club. Prior to founding Trumpet, Robbie worked at Della Femina in Los Angeles on Isuzu and Sheraton, and Babbitt & Reiman in Atlanta. He returned home to New Orleans in 1992 to join Bauerlein, rising from copywriter to President. He is married to the very talented and tolerant painter Patricia with two children, Shane and Meghan.

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#### **Tim Williamson: The Idea Village, Inc.**

Tim Williamson is the President/Co-Founder of The Idea Village. The Idea Village is a public/private partnership focused on accelerating the growth of entrepreneurial companies in the New Orleans region.

The Idea Village has created strategic partnerships with the City of New Orleans, State of Louisiana, Tulane University, University of New Orleans and GNO Inc. to support entrepreneurship in our community and provided services to over 400 entrepreneurs in the New Orleans region

In 1998, Tim Williamson returned to New Orleans after 11 years away to become the General Manager of the New Orleans Internet Studio for Cox Interactive Media. In that position, he oversaw the initial launch of [Insideneworleans.com](http://Insideneworleans.com) and executed a national Internet strategy in New Orleans. He was promoted to the position of Regional General Manager of Cox Interactive Media, overseeing 5 Internet markets. Prior to that, Tim started Cox Interactive Media's Pittsburgh studio, [Realpittsburgh.com](http://Realpittsburgh.com). Tim has successfully started and managed two other multi-media companies in Boston and Atlanta and began his career as a Vice President and financial advisor with Bear Stearns in Boston. Tim served on Metrovision's Executive Committee, The State of Louisiana Small Business Task Force, Kingsley House, National Conference for Community and Justice, a graduate of the 2004 NORLI class, graduate of Loyola's Institute of Politics, 1999 City Business Power Generation, 2004 Gambit 40 under 40, and 2004 Junior Achievement Rising Star Award.

A New Orleans native, Tim received a B.S.M in Finance from Tulane University in 1987.

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#### **Wendy Elliott: Grayhead Associates**

Wendy M. Elliott - in addition to her work with Grayhead Associates, Ms Elliott is the founder and Managing Director of Advanced Technology Management, Inc. She has more than 20 years of consulting, technology transfer, management, and product development and engineering experience. In her consulting practice Ms Elliott has helped clients: develop and implement new venture business plans; create joint new product development opportunities; design and implement "voice of the customer" studies; identify advanced manufacturing technologies and train high-potential managers in the management of R&D and engineering.

Ms Elliott's prior experience includes Corporate Liaison Manager at MIT responsible for a multi-million dollar portfolio of European companies in the materials and manufacturing sector. She has conducted technology assessments; identified new technology and licensing opportunities and found investors for technology enterprises. Ms. Elliott career began as a Research Engineer where she gained experience in applied research and development including a background in polymer films, battery coating and magnetics.

Ms Elliott received a BS in Chemical Engineering, and a MS Industrial Engineering (concentration Biomedical) from Northeastern University; an SM in the Management of Technology from the Sloan School of Management/School of Engineering at MIT. She was a Visiting Scholar at the 304 hospital in Beijing China and is presently a part time Visiting Scholar at MIT where her research focuses on the acquisition and commercialization of technology

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