



MEDIA ALERT  
September 2, 2009

Natalie Yager Antal  
585.276.4511  
[natalie.antal@rochester.edu](mailto:natalie.antal@rochester.edu)

**FOR IMMEDIATE RELEASE**

## **UNIVERSITY OF ROCHESTER TALK REVEALS TIPS FOR PATENT PROSECUTION**

*- School of Medicine and Dentistry Hosts Free Lecture -*

**WHAT:** Mary Anthony Merchant, partner at Ballard Spahr Andrews & Ingersoll, will give a talk called “Tips for Cost Effective Patent Prosecution” on September 10 at 9 a.m. at the University of Rochester School of Medicine and Dentistry. **Free and open to the public**, attendees at this gathering will explore methods to curtail expenses without sacrificing quality in obtaining protection on intellectual property. An interactive Q&A session will follow the presentation. Refreshments will be provided.

This lecture is part of the F.I.R.E. (For Inventors, Researchers, and Entrepreneurs) Lecture Series and is sponsored by the University’s Offices of Technology Transfer and the Center for Entrepreneurship.

**Pre-registration required:** 585.784.8856 or [david\\_englert@urmc.rochester.edu](mailto:david_englert@urmc.rochester.edu)

**WHO:** Speaker: Mary Anthony Merchant is a partner in the Intellectual Property Department at Ballard Spahr. She is leader of the Biotechnology Patent Practice Team, in the Patent Group, and a member of the group’s Chemical, Pharmaceutical, and Medical Technology teams, and of the Life Sciences/Technology Group.

**WHEN:** Thursday, September 10 from 9 to 10 a.m.

**WHERE:** Northeastern Conference Room (CC 1-9525 & 1-9935)  
University of Rochester School of Medicine and Dentistry  
601 Elmwood Ave., Rochester, N.Y.  
Parking is available, for a slight fee, in the Kornberg Lot or in the parking ramp

###