

Time to Reshape Your IP Asset Mix?
IP Roundtable:
*Implications of Egyptian Goddess on
Your Competitive Strategy*



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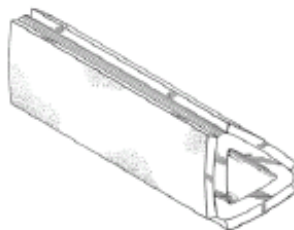
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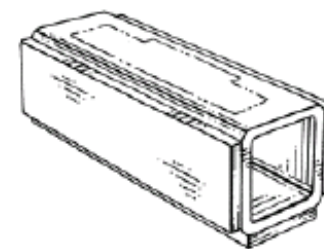
Falley Buffer Block



Nailco Patent



Swisa Buffer



'389 patent

Gorham “Ordinary Observer Test”

“[I]f, in the eye of an ordinary observer, giving such attention as a purchaser usually gives, two designs are substantially the same, if the resemblance is such as to deceive such an observer, inducing him to purchase one supposing it to be the other, the first one patented is infringed by the other.”