

Right up-to-date, right up-to-speed: all you will ever need to know about intellectual property

IP Focus 1/10

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Dear Readers,

You have in your hands the first issue of our IP Focus Newsletter. IP Focus – the clue to the programme is in the title – has its focus firmly set on your patents, brands and designs (intellectual property). Three times a year, we want to bring you up-to-date with everything worth knowing in the field of intellectual property, and by doing so increase your level of knowledge – to your own ben-

efit, naturally! We hope you will enjoy IP Focus, and that you find yourself learning more about IP by reading it. Fittingly enough, the first issue of IP Focus Newsletter is actually very special: the focus of this issue is not on your IP, but on our chambers. So read on to discover just how we have become 50 years old ...

Your IP Focus Team from
Schneider Feldmann AG

50 Years of Schneider Feldmann AG Patent and Trademark Attorneys

Yes, you read right: we're just weeks away from hitting the ripe old age of 50!

It was back in May 1960 that Paul C. Feldmann, father of the chamber's Senior Partner today, opened his patent lawyer's chambers for business at the family home he had recently purchased in Glattbrugg. The company began life as a one-man operation.

But wait a moment... why not tell the whole story in strictly chronological order? And don't forget: no story is ever complete without the **background story!**

If we were attempting to stretch the truth a little, we might possibly claim to being 100 years old. Because it was 100 years ago exactly, in 1910, that the first patent law was introduced in the Netherlands. The patent office opened in 1912 under the name of De Octrooiraad, and **Prof. Dr. Ing. Clarence Feldmann**, grandfather of our Senior Partner and a co-founder of the company, was elected to become a lifetime member of the Board of Management of the Octrooiraad, a position from which he was eventually dismissed on 21 February 1941 under pressure from the Nazis. Prof. Dr. C. Feldmann became the first Professor of the newly founded Department for Electrotechnology at the Technical College in Delft, and invented a wide range of different items; he invented the electricity meter, for example, so common in households to this day.



Memorial plate of the students.

Despite his father's recommendation that he become a patent lawyer, **Paul D. Feldmann** initially worked as a development engineer at the companies Philips and HEEMAF in Holland and the Oerlikon engineering works respectively, before moving to the patent department there and rising through the ranks to become manager of the patent department of Stramax AG via a Zurich-based patent lawyer's chambers.

A **caricature** of his superior left lying on his desk eventually led to his dismissal, and was to prove the (involuntary) beginning of his self-employed career. In May 1960 he opened the one-man firm **Patentanwaltsbüro P.D. Feldmann** at the newly-purchased family home at Grossackerstrasse 9 in Opfikon-Glattbrugg.



Paul D. Feldmann.

With the assistance of the inventors' association of Switzerland EVS, the new company gradually acquired a considerable clientele of individual inventors and entrepreneurs. The chambers grew in size with its clients, and in 1978 acquired the company premises on Kanalstrasse, later to become Europastrasse, in Glattbrugg. It changed its name to **Patentanwaltsbüro Feldmann AG** in 1979.



Even when studying for his mathematics degree at Electrotechnology College Zurich, **Clarence P. Feldmann** was helping out at his father's legal chambers. It was only when he abandoned his professional ambition to become a teacher that he became an electrical engineer and trained as a patent lawyer. From 1972, he became General Secretary and Vice-President of the Inventors' Association of Switzerland, as well as its delegate to the International Federation of Inventors Associations (IFIA), and finally **International President of the IFIA** from 1986 to 1990.

In 2001 the company changed its name to **Feldmann Patentanwälte und Partner AG**. The growth of the company had seen increasing numbers of patent lawyers being trained, some of whom still work at the same chambers to this day, while others are employed at rival chambers.

At a seminar at the Technical College of North-Eastern Switzerland in Windisch in **2002**, guest speakers Clarence P. Feldmann and **Dr. Martin Schneider** met for the first time. Organised by a professional colleague, the seminar was a **flop of the first order**, where 6 guest speakers were confronted with an audience comprising precisely 5 people. As so often in life, however, the seminar proved to have another, distinctly brighter, side as an-



Clarence Feldmann and Martin Schneider.

creasingly intense collaboration began to develop between the firms. Eventually the firm **Schneider Feldmann AG – Patent and Trademark Attorneys** came into being in 2005.



To this day, both **Senior Partners** look back with a smile to that fateful first meeting, and their work as «charitable lecturers» at the seminar.

Martin Schneider had been accumulating competence and recognition since 1994 through his work as Departmental Head of the Swiss Federal Institute for Intellectual Property, and later on as Secretary of the Recourse Commission for Intellectual Property (today the Federal Administrative Court). In the process of doing so, he had built up a chambers with an outstanding brand, the former **Dr. Schneider & Partner – Intellectual Property Rights**, based in Zurich and with a marked entrepreneurial spirit. The chambers began life oriented to brands alone, growing over time into the patent field and merging with the former Feldmann patent lawyer's chambers as part of a subsequent solution. Today, **Schneider Feldmann AG** doesn't just attend to the needs of renowned patent clients, but also those of brand clients from a wide range of different industries.

So that's how today's company came into being – a marriage of convenience which grew into a great "love story". We have become exactly what we wanted to become: a chambers with the capacity to think the way businesspeople do, and a **partner for innovative industries and service providers**. As Senior Partners, we complement one another in our passion and perseverance as we share in the search for tailor-made means of protecting and defending your intellectual property. Although we cannot physically grasp this property, we can isolate it theoretically until we have correctly understood your invention and marketing concept and found the right words for its protection, ensuring that **you are always one step ahead of the competition**.