



PIIPA-PIJIP Conferences on Pro Bono Intellectual Property Services: Past, Present and Future
Saturday, April 25, 2009
Washington, DC

Michael Gollin, PIIPA Founder and Partner at Venable LLP: 6 min 52 sec

- Fundamentally: What are the actual needs that people in developing countries have in terms of IP services, and what resources can be provided that connect their needs with overall public interest?
- “Resources” in terms of both human, capacity to actually utilize expertise and overcome cultural barriers, and financial, needed to be leveraged to sustain PIIPA’s long term mission of providing IP counsel to public interest organizations internationally
- History of PIIPA: Underlying background-public interest dedication to look at the interplay of science and society and how advancement in technology/science have a social impact globally. Noticed the need for IP services internationally, but those public interest organizations couldn’t afford the rates or connect with IP professionals that could provide services that would have a lasting impact on their organization.
- PIIPA was established in 2002 in response to 9/11 attacks when the American mentality was to withdraw efforts to create a more unified world through public interest campaigns. In order to overcome this segmented mindset, organizations like PIIPA needed to reach out internationally and rebuild the connection between intellectual property and widespread public interest.
- “Answering the Call” 2003- organize an independent group because the IP world was divided at the time into two camps- one side pro-IP and the other anti-IP. PIIPA attempts to mitigate the two extreme positions by making services available regardless of one’s view of IP and its positive or negative impact in the global arena.
- Crucial to the formation and success of PIIPA is the practical application of IP to public interest that approaches issues on a case-by-case basis, which aids in improving the system that links experts with assistance-seekers. Rather than structuring the non-profit on a political or theoretical practicum, PIIPA attempts to meet individual needs to gain a better understanding for where IP resources need to focus, which can then lead to more widespread legislative changes in intellectual property
- Solutions to a single party’s public interest is just as important as a public announcement of changes in legislation etc.
- Justice and fair access are primary motivators for participation. Focus on grassroots change so that people can define what they need so that resources are not wasted, and one can identify where the issue lies and the most effective means of resolving it (self-determination)

- Funding: Ford foundation, Rockefeller Foundation etc. (these grants helped PIIPA research/survey where the need for human capital is and where more IP services and funding should be dedicated)
- Long term vision for PIIPA revolves around a commitment to public interest and the dissemination and protection of innovative ideas through IP legalities to promote further advancements and sustainability in health, agriculture, biodiversity, science, culture and environment worldwide
- From an economic perspective, any service must provide more value than the actual cost for the investment to be worthwhile. However, there are organizations that do not have adequate funding to hire US lawyers with superior services, but in reality, the cost of those groups not obtaining assistance has a much larger cost-based impact globally in relation to intellectual property because knowledge transfer is not being maximized thus inhibiting sustainable growth and advancement that have the potential to positively impact society as a whole
- Uneven playing field in the global marketplace in relation to power and economic status affects the flow of innovation and creativity, but all society benefits when there is equal access to advice and professional help and PIIPA stands by this notion in the hopes that by linking assistance-seekers with professionals there will be an influx in knowledge transfer that serves in the public's best interest
- Strategic plan: referral service to match pro bono volunteers with those that need help, PIIPA has discovered that the ability to find those that can benefit from these services is much more difficult because they have not heard of PIIPA and may not know that they can be assisted (plan to reach out to those in need and successfully matching those in need has not been as successful as originally planned)
- Long term goal: establish regional offices in each country that have direct contact with the public in those communities in need so that each international pro bono partnership can design and implement solutions for specific cases that impact the local community and the larger social order linked to intellectual property
- Key takeaway: Why have financial donors bowed out of supporting the public interest in intellectual property, and how can we communicate the importance of funding an organization that serves to promote grassroots innovation and globalization?
- One example that acknowledges the need for IP referral services occurred when a Peruvian working group sought PIIPA's assistance in recruiting IP counsel to challenge the validity of U.S. Patents on a Peruvian medicinal root, Maca. PIIPA was able to arrange pro bono representation for this group
- PIIPA survey (2006): determined the need for IP services in developing countries, wanted to figure out the actual need not the political speculation on what others need. Professional organizations, academic and research institutions, non-profits and NGO's responded. Determined which sectors needed the most help (academic, research, small business, and local organizations) patents, traditional knowledge, **advice**, training, obtaining IP rights and trademarks were all highlighted as needed. The survey was skewed towards those that had access to the web/email, and there was not enough funding to conduct face-to-face surveys, which also impacted the results

- Survey summary: need for protection and trade marking/copyrighting of developing countries' ideas was paramount, which was in direct opposition to the political and theoretical perspective that there needed to be less restrictions in the IP world
- Website updates would aim for a wiki-type blog approach where IP professionals could answer questions that assistance-seekers had

Josh Sarnoff, Assistant Director, Glushko-Samuelson Intellectual Property Law Clinic

- (Question: 30 min 52 sec): How much of PIIPA's work is foreign work based in those countries specifically versus work that is based in one country, but impacts infrastructure for trade and knowledge transfer in other countries it does business with?

Michael's response (31 min 34 sec): all the work originates and impacts the developing country that instigated the assistance-seeking process, but the focus is towards the richer countries (both domestically and internationally) because a lot of IP is economically motivated towards protecting trade and commerce that includes the resources and production within each nation (Ex coffee-growers). Because the power typically lies in the hands of industrialized nations, developing countries are often exploited by stronger countries and PIIPA is working to protect the rights of those in developing nations to harness their creative energy to become self-sustaining to the point that they can penetrate and compete in the world market. Conversely, there can be cases where the developing country exerts force in the industrialized nation.

Josh Sarnoff continued: 35 min 51 sec

- Domestic IP service needs- individuals, non-profits, small business entrepreneurs
- Where do clients come from? Owners of rights and those that want to acquire rights (photographers, musicians etc), wherever there is creativity there is a need for IP services
- Organizations must be aware of their policies, and often these are violated but they do not have the financial means to get proper IP services. There is high demand for pro bono attorneys because individuals that can't afford the high rates of experience IP professionals resort to low quality, low cost service providers
- Need to think of the IPA need by incorporating and associating pro bono volunteers based on a core model of IP or where IP is generated in the process with the assistance seeker
- Who qualifies for pro bono services? It varies based on the clinic for eligibility, but affordability is key (varies because many different definitions for what is affordable for one party or another). At Washington College of law, they do not compete with practicing bar eligibility criteria, other clinics will only serve those that are under the poverty line—again, lots of different requirements that vary by clinic

Fred Provorny, Center for New Technology Enterprises: 50 min 42 sec

- Mr. Provorny works for the center for new technology enterprise: independent non-profit, web based education organization that provides legal and non-legal services (business plans, valuation etc)
- Uses the bar as volunteers and mentors to work with the client. This synergy between bar certified firms and organizations like PIIPA and CNTE, to work with clients together in a non-competitive manner is essential to meet the needs of those in developing countries. The Bar is

extremely supportive of working with CNTE student volunteers and clients, which demonstrates that the IP expert network does not feel slighted by referral-based IP organizations

Charles McManis, Intellectual Property and Technology Law Program, Washington University Law: 53 min 07 sec

- Introduced the IP non-profit legal clinic at Washington University
- Discussed articles that frame the public interest issue: Tony Lapino's article explains economic development and small business overlap with IP issues
- Business and IP clinics serve two distinct missions: User representation and access-focused and International (need) focused. User-focused involves litigation whereas international need involves advice
- Distinct skill sets of the university clinic are based upon the structure of the clinic itself. It is not a walk-in clinic, it's based upon four distinct segments (interdisciplinary, business incubation, pro bono IP work- including PIIPA referrals, and international research in economic development)
- In the interdisciplinary section the Madagascar botanical gardens case: they patented their woven baskets so that they could make a living wage in that region through distribution of *their* baskets (now distributed at Whole Foods and the Botanical Gardens)
- Business incubation: clinic runs two incubators in DC (Biotech and Training units with legal education for startups)
- Pro bono representation: patent rights for obscure gospel songs, client was then able to put out a CD with royalty rights that would otherwise have been impossible had there not been pro bono volunteers available to "answer the call"
- International segment: Missouri Botanical Gardens help the clinic create an international IP network
- This network included a case in South Africa that worked to protect medicinal plant research, and out of that contact new relations were formed with a local community in Madagascar that also does botanical research. The issue being that Madagascar is cyclone-prone, which wiped out the subsistent agricultural preserve in the village forcing those villagers to subsist on coal. Noticing that there were talented basket weavers in that village, the IP clinic was able to utilize that skill to raise the standard of living substantially through IP services (creating the "Blessed Basket Project"), which proves how important PIIPA is and the importance of client relations throughout the matching and project process
- Now there is an interdisciplinary Madagascar course that sends students to observe the impact that the clinic has had on the community so as to be sure that the IP services are serving the public interest and are not invasive
- Their research in Madagascar will help cultivate more economic growth via cultural skills specific to the local community

Dr. Rita Khanna, Aeras Global TB Vaccine Foundation: 1 hour 4 min

- Dr. Khanna is a PIIPA board member and is the general counsel for a TB vaccine foundation
- Developing technology is essential for universal growth and progress
- Globalizing the world: how do we transfer the knowledge and advancements made in the industrialized world to developing nations, and to what extent can we protect innovations made in the developing world?

- Need to have the expert knowledge on the developing nation's side to make a balanced and fair deal. There is a distrust from the perspective of the developing countries because there has been an imbalance in protection of innovations and access to services that can utilize that are similar to the services industrialized inventors/researchers can afford
- How do we create that trust? How do we bring those that are not knowledgeable about IP rights and legislation up-to-date?
- Funding for PIIPA has been the major issue, but it's not necessarily a matter of heart or effort in the project causing the problem. The larger problem is that donors do not, or have ceased to believe that funding for a public interest non-profit concerning IP services is necessary. PIIPA is also cautious in walking the fine line that concerns their image and motivation for attempting to set up this service- it is important that this isn't an entirely government-sponsored effort because then motive would be questionable due to the association with the bigger US. Therefore, PIIPA has resorted to charitable trusts (Rockefeller) and other organizations
- Rita proposed the idea of creating a consortium where PIIPA brings in law firms and other related organizations in the industry and sectors of IP where services are much needed in order to build a stronger coalition and funding arm. The incentive for those organizations to fund PIIPA would be positive public attention.
- This network is already there, but it isn't organized. Funding is required to get it off the ground (marketing, webpage, workshops/conferences), but not much when one considers the outcome in relation to pro bono service that it could offer in the IP arena
- Short term goal should be to create this network and get PIIPA's name visible, long term would be to get the attention of a huge donor like the Gates Foundations to help fund the project further in its goals of establishing regional PIIPA centers in communities to better serve the people
- Interest is the first step, which is the most difficult yet important part of establishing a network in a business-related sense
- An idea would be to turn to developing country governments for funding because they rely heavily on organizations like PIIPA to help advance their nation and even the playing field so to speak with the developed countries
- Could we bring representatives from developing countries onto the Board of Directors at PIIPA to strengthen the public interest IP coalition?

Ben Prickril, National Cancer Institute Office of International Affairs: 1 hour 10 min

- Private consultant with connections in Europe, which have and continue to help PIIPA's mission
- Also agrees continuing the core goal of PIIPA (match-making), but doing it on a low budget means staying in close contact with those that have already showed an interest, *and* leveraging the volunteers that are young with a desire and enthusiasm to be the pioneers for PIIPA in developing countries
- Want PIIPA to be represented in a few key areas in the world (this vision is very long-term) once funding is available. This is important because PIIPA needs a direction and timeline to succeed after it receives enough funding to jumpstart its real mission
- Lack of awareness of the need for potential funders and services that could be offered to those in need, need to cultivate some kind of awareness on both ends. How do we target that awareness? Look to the policy-makers because they are deciding the next steps for IP legislation in what is and is not supported. Get the message out to the people who are making those policy decisions

- Other marketing techniques: newsletters, pamphlets, publications, law journals etc
- PIIPA is well-positioned for a “booster-shot”. When doing outreach, there will be an increased awareness that will help the organization thrive
- Need to do a better job in working with the other organizations that are invested in IP capacity building in developing countries (like Rita’s coalition), strength in numbers through related NGOs and maybe seek funding in conjunction with them will likely help increase PIIPA’s odds of obtaining the funding needed to provide its services (Michael: PIIPA includes IP professionals not just attorneys- PHD, IP tech practitioners, and students)
- As funding becomes available, we need to have a plan for where we want to draw our resources from for coalition-building (foundations/other non-profits/like-minded NGO’s etc)

Joan Jackson, PIIPA intern and law student: 1 hour 17 min

- Volunteer facilitator: job is to explain the tremendous benefits of working for PIIPA pre-bar
- What keeps the organization alive? Volunteers with enthusiasm that can develop the model with the core values of the organization
- Overseas investigating- crisis management situation. What do the interns do in relation to law practice? Routine business correspondence/procedures, matching making links proper assistance seeker with proper attorney (very delicate operation)
- Mechanics of matching: form online that identifies the issue, but the assistance seeker most likely has no idea what they need so the key is to understand the real issue. Language translations and miscommunication is another issue (through networking can find an attorney that can handle that specific case). Volunteers also help Michael and Rita fundraise- need to think outside the box, also facilitating the assistance-seekers success, which has important ramifications to the economies of the assistance-seekers because without PIIPA’s help they don’t have any other means of emerging as a more advanced nation

Ben Prickril: 1 hour 24 min

- Summarized WHO TRIPS project that he coordinated where there was a lot of pressure on PIIPA to succeed (TRIPS: “trade-related aspects of IP”- introduced minimum global standards for protecting and enforcing nearly all forms of IP rights)
- WHO Patent Landscape project on H5N1 virus to see where the intellectual property rights were on that research
- Surveyed the patent literature to determine where they were in terms of IP in the patent progress on the virus- was it mature? Found that they are very early in the patent process
- Report on that survey posted on the WIPO website, which PIIPA helped produce
- PIIPA is structured to assist these more established international organizations with the specific skills unique to PIIPA that those organizations require to fulfill their mission
- Why is this particular case important (H5N1- avian flu)? Vaccine research and drug development gives other countries access to a vaccine that could become a pandemic. In this case, it is important to remove highly restrictive patents for vaccine research that keep scientists from developing the most effective and advanced vaccine
- This project is identifying what policies exist and the channels that can be used to help knowledge transfer

- More generally, barriers in the health and pharmaceutical field to drug research hinder overall public interest because these vaccines are being produced for universal benefit
- There is also an effort to provide reliable information regarding IP information to eliminate some of the noise that has been created by larger international institutions competing for a voice on these issues

Dr. Khanna: 1 hour 31 min

- Why did these large organizations choose to associate with PIIPA?
- Could we potentially create a niche that serves non-profit organizations and foundations concerned with world health issues (in medical research area) by providing IP services in that field to produce greater funding on PIIPAs end?
- ***Michael's Response:*** expanding the client base to mobilize grassroots action, and expanding the network to include the foundations/organizations that Rita mentions to mutually support PIIPA and the public interest

Audience Q/A: 1 hour 36 min

- NSF researchers fund small grants in eastern European countries and set up basic business administration training for those hosts who do not know how to manage that funding most effectively
- NIH also funds scientists in Africa
- Would law students at these clinics be willing to attend large scientific conferences to advertise for PIIPA and get its name out? The scientists carry the knowledge from their countries to these international conferences and PIIPA could create a “buzz” by attending these conferences

Mike Ryan, George Washington Law Clinic: 1 hour 40 min

- Mr. Ryan's business education background helped him create the Creative and Innovative Economy Center. His business plan is strategic in the way it represents the organization because he found that if you say you are the center for IP, and economic development doors for funding etc tend to close; whereas when you say we are interested in making your economy more creative and innovative the organization tends to be more accepting of services.
- IP tends to have a blocking effect, highlighting the innovative and creative aspects of IP helps to put the challenges that the word IP brings up aside while continuing to focus on the public interest mission of IP service
- Mike's reservations concerning PIIPA: he has conducted numerous projects in Eastern Africa and Delphi, etc. He wants people to question the development of legal markets. Developing countries have every right to develop their own legal markets, and Mike began noticing that local attorneys were the ones that wanted the business in that actual community in need- those are the people that should be supported rather than bringing US attorneys into developing countries.
- The local marketplace ties into PIIPA's long term goal of establishing self-sustaining regional offices in developing countries. Those lawyers in each region who were interested in the IP legal marketplace could learn from PIIPA's professionals and form their own legal market
- Many of the lawyers in developing countries are not experienced enough to provide the sophisticated assistance in scientific fields, which leads to the development of an international legal market- once they try themselves (and often fail) they turn to a middle man referral-service

like PIIPA for help (an ideal relationship occurs when there is knowledge transfer between the PIIPA rep, assistance-seeker and attorney), but there are others who recruit by themselves without a more organized approach to matching

- What should happen from Mike's view is the development of legal markets internationally at a local level and gaining the IP expertise externally as needed
- Marketing with a web-based strategy to get a conference or workshop together is very difficult because there isn't a universal medium to communicate internationally to developing countries
- PIIPA communicates via email for funding reasons, and Mike thinks this is a fundamental obstacle keeping PIIPA from being more successful (websites/emails do NOT built trust and trust is necessary)
- Mike's model establishes that trust through face-to-face contact with assistance-seekers
- PIIPA is going to struggle (due to funding issues) to move past email communication towards more personal means of reaching those in need
- For PIIPA to accomplish its goal, there needs to be a greater focus on the developing countries and communities that have a proven interest in IP service work who are willing to devote their services within the community in need
- Bottom line according to Mike is that PIIPA's business model is neither useful or sustainable, which explains why its success rate is relatively low

Mr. Sarnoff's question to Mr. Ryan regarding a legal market for pro bono services, which is what PIIPA provides versus establishing a non-pro bono legal market in these developing countries: ***1 hour 51 min***

- Mr. Ryan is skeptical about the pro bono legal service system because legal services have to be a part of your core business plan and strategy to be a successful start-up. Therefore, a legal market (in Mr. Ryan's view) must be established in developing countries so that they have a strong foundation, and if necessary, they may end up contracting out for pro bono services later on for advice, restructuring or specific IP issues outside of their general IP knowledge.
- Mr. Ryan agreed with Dr. Khanna that a solid funding structure would be to create a consortium of non-profit IP focused capacity-building organizations, and through those partnerships, grow strength and more extensive networking that creates more opportunities to get attention from charitable foundations and legislative branches of government domestically and internationally
- On the issue of local offices in the developing countries, Mike has encouraged local businesses in the developing countries to use their own funding to establish offices that are backed by international educational institutions. This strategy ensures that these offices are wanted by the local community and are set up under the best circumstances to provide what is needed with a devoted local attorney-base
- Capacity-building organizations and local partnerships are key for success
- A good example of international partnerships in action is in India where a trust based relationship was established between GW University and an educational program at IIT that specializes in IP technology. From this partnership came trust, a self-sustaining international network and a funding arm from wealthy attorneys in India.

Dr. Khanna believes PIIPA needs to identify and emphasize what we as a pro bono referral service do that is superior to other legal clinics that have similar missions: ***1 hour 57 min***

- **Mr. Gollin:** essentially the difference is that PIIPA is *practitioner-driven* rather than *professor-driven*
- Three sectors: educational, pro bono and professional legal marketplace
- PIIPA has the demand in pro bono marketplace- a large volunteer base, which sets it apart from the other organizations that are in the legal marketplace, but not necessarily the pro bono sector (crucial distinction to make when looking at PIIPA's success and the need for a referral-based pro bono system)
- Mike remains unconvinced that there is a large enough marketplace for pro bono services because most of the cases PIIPA takes on are "occasional" cases

Charles McManis: 2 hours 2 min

- Specific suggestions and issues that need to be addressed
- Need to improve access to clients- want pro bono attorney to jump start the start-up and then have that business take over from there
- The best way to develop international clientele would be through international research organizations who are dealing with the issues and activity first-hand in developing countries (Missouri Botanical Garden is an example). This creates the trust that Mike discussed and meets the pro bono service need that PIIPA is trying to address
- On the topic of funding it is in the best interest of domestic IP service providers to reach out to the developing countries and offer support to them to boost their tarnished reputation in the developing world. However, this type of fundraising must be strategically executed on PIIPA's part because of the distrust and poor relations in the IP field between developed and developing nations—No strings attached funding must be tapped
- To establish credibility we should put representatives from the developing countries on the board of directors so that a superiority complex is not perpetuated between these two worlds
- Another suggestion relates to organizational structure- specifically the use of volunteers. We need volunteers for the innovators specifically. PIIPA may want to brand and franchise with local chapters to prepare lawyers to be client ready (not vice versa). Maybe the Bar could provide more adequate legal services to locals
- Getting lawyers client ready for the specific legal issue of their client that are often quite different than the standard IP issues they are experienced in dealing with domestically

Rick Ready, International Intellectual Property Institute: 2 hours 14 min

- International Intellectual Property Institute representative: IPI was started to conduct conferences and meetings to train members of Parliament in developing countries about the benefits and need for IP protection/service
- IP is a basic building block of capitalism, and nation-building is so much more than just funding governments
- Rick comes from a purely business development standpoint and believes that PIIPA would be a great partner to husband resources that could offer services to protect IP internationally where governments cannot
- World Monuments Fund example- reconstruction project in Perth due to the Iraq war. If we were to get resources to help protect these monuments, then the entire region would benefit through job

creation and tourism just because of the IP services that were made available to protect the monuments and foster nation-building

June Bladock, USDA, ARS, OTT Representative: 2 hours 22 min

- US agency for International Development concerning IP rights and literacy in agriculture
- International Advisory Committee Project: institutes in agriculture needed IP services (Central Advisory Service for IP). National centers work with the local groups where they engage in first hand capacity-building
- In the biotech crop sector, Cornell University established a grant that helped developing countries do research and develop products that would be in demand in their specific marketplace
- June has not had issues accessing IP referral services on her projects related to hybrid eggplant seed patents and starch bananas
- 15 years ago from the developing countries perspective IP was an exploitation device by wealthy corporations, and they viewed IP rights as an obstacle impeding them from being creative and innovative on their own. However TRIPS laws have been implemented in many of these developing countries to help enforce patents. Now many scientists in developing countries, specifically India, view themselves as creators of intellectual property not users, which is a remarkable change in understanding IP
- The developing countries now want help and want to be involved through education, but they lack legal and business expertise on a routine basis, which is holding them back from expanding their own legal marketplace
- Trademark could be extremely valuable for the agriculture sector in developing countries

Ashlyn Lembree, Franklin Pierce Law Center: 2 hours 35 min

- Franklin Pierce IP Law Clinic representative
- More domestic focused like the AU clinic, but the Information Transfer Institute at FP focuses on IP, specifically patent landscapes
- Need structure in developing countries to register marks or get patents, which goes back to that person-to-person contact, but they would also benefit from an institutional procedure for dealing with their IP issues (PIIPA)
- India has a very strong contingency of lawyers in demand of US training/education in IP

Mr. Gollin: PIIPA has difficulty presenting project success stories because it is different than a clinic in that it does not actually handle the case work on a daily basis from start to finish, which is why many may question the need for PIIPA's services:

- Need more work in the case studies documentation
- Communal knowledge base of each case would be quite helpful to all IP organizations because the IP community could share experiences and make headway in meeting the need more effectively and efficiently
- PIIPA can help clinics when there are international needs

Observations/Commentary/Solutions: 2 hours 44 min

- Need to look at IP as part of an integrated set of legal services to be seen as a way of empowering people in the public's interest

- Lawyers being made client ready, but also clients being lawyer ready (it is not effective to send lawyers to help when clients do not know how to conduct themselves and/or lawyers often don't know how to help smaller businesses and cultures)
- We need to consider the recession in relation to IP by acknowledging that there are individuals who do not have JD degrees, but can and do play an important role in IP services (ex: interns working for PIIPA for fundraising, restructuring etc)
- May need a different approach when dealing with indigenous and craft based projects abroad
- The web does have some benefit because of the video conference call tools, and maybe establishing technology in developing countries that is a hands-on center receiving services from lawyers domestically (this franchising option would be less costly than face-to-face contact while still establishing that trust aspect)
- It is clear there is a need for more funding to support the matchmaking process
- There are a number of opportunities to develop more extensive partnerships and presence in the developing world to generate clients and ensure that capacity building is optimally executed
- Need to get clients more prepared to get help from IP professionals
- For the client development issue: an interesting opportunity for PIIPA would be to use an MBA or business school student, and develop a business plan to tackle the fundamental errors in program structure
- There is a difference between clients from an entrepreneur standpoint and a small business standpoint, and PIIPA seems to serve the entrepreneur better
- Kaufman foundation, Skoll foundation are geared around entrepreneurship and knowledge transfer which could be a potential funding arm
- What is so "cool" about PIIPA is that people can be both assistance-seekers and volunteers
- **Rhoda: 2 hours 59 min-** there can be a happy marriage between the pro bono and commercial sides. PIIPA can always step in for legal advice to mediate the two and the issue of rates/prices for services involved
- Local attorneys are going to be key in this process, so organizing a seminar/workshop that includes those locals will widen the network and really communicate the need in that local community
- Local attorney rates and pro bono services from domestic attorneys can be compatible to satisfy the need
- How do we find clients? Referring through local attorneys will directly affect the network of clients available for PIIPA to help match and solve their IP problems—this is purely volunteer so funding won't even be an issue when we focus on the local community-base in the developing countries