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# Daily Record Parsippany Plus

## Parsippany firm focuses on ideas

### Legal team celebrates 20th anniversary in Morris County area

**Business:** Hoffmann & Baron, LLP, 1055 Parsippany Blvd., Suite 410, Parsippany. (973) 331-1700.

**Service:** Intellectual property law firm that recently celebrated its 20th anniversary. It specializes in all aspects of patent, trademark, unfair competition, copyright and international trade law.

**Staff.** 25. The firm's main office is in Syosset, NY.

**Requirements:** All lawyers must have a master's or doctorate in science. They must pass a special exam to practice patent law. They also serve a long apprenticeship.

**Prices:** \$175 to \$450 an hour depending on how many attorneys are assigned to a client.

**Clients:** Blue-chip companies in a wide range of fields, including biotechnology,

**Daniel Scola, a senior partner at Hoffmann and Baron, LLP, an intellectual property law firm in Parsippany, reaches for a book on the shelves in his office, located along Parsippany Boulevard.**

pharmaceutical, medical, chemical, electrical, mechanical, consumer products, nuclear, optics and lasers among others. The firm has increased billings each year.

**Why customers choose you:** "We fight for ideas," said Daniel Scola, senior partner. "A lot of what we do is extremely technical and detail-oriented, but every now and then, ideas get recycled. That's really exciting. On the other hand, you need a science background to understand the merits of a claim."

**Why locate in Parsippany:** "Clients don't need to see you. They need to hear from you. We rely on faxes, e-mails and couriers. That, and the fact that the major

highways are located here, was the major reason. Also, this business is 99.9 percent referral. Clients spread the word and recommend you."

**Effects of the economy:** "As the economy goes into an upswing, you see more acquisitions and mergers. Intellectual property has value just like real estate. You can transfer it. You can sell it. And that's really what they're after. But who's going to evaluate it. Who's going to say what the strengths are, what the rights are. That's why they hire us. Sometimes when the economy is down, it's more important for people to protect what they have."

**What attracted you to the field?** "I think the image that the public has of a patent attorney couldn't be more mistaken. I think most people consider patent attorneys to be boring, pedantic and noninteresting. That's just not the case. These are intelligent, highly educated, very interesting, well-rounded individuals who really like people as much as they like ideas."



SPECIAL TO PLUS

“I mean, to get someone to talk about their invention is really fun. You’ve got to love that.”

**Advice to aspiring attorneys:** “You can’t pick a more exciting field than patent law. Be prepared for an enormous amount of work. You won’t ever be bored. The technology being developed today in almost all fields is absolutely astounding.

“It’s a taxing job and you can’t drop the ball. When a company pours \$100 million into a new drug, you better get a patent for them and you better be able to enforce that patent when it comes to litigation.”

*Open for Business is a feature about businesses in this area. It was reported by John Kippycash, a freelance writer.*

# HOFFMANN & BARON, LLP

Intellectual Property Law

**Transforming Ideas into Assets<sup>SM</sup>**

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