



SHARON & MITCHELL W. BERGER ENTREPRENEUR LAW CLINIC

2018
**SHARON & MITCHELL W. BERGER
ENTREPRENEUR BOOT CAMP**

AUGUST 9 - 11



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In Collaboration with the Shepard Broad College of Law, H. Wayne Huizenga College of Business and Entrepreneurship, Halmos College of Natural Sciences and Oceanography, and the College of Engineering and Computing, the Sharon and Mitchell W. Berger Entrepreneur Law Clinic will offer the first annual Entrepreneur Boot Camp.

Berger Singerman proudly supports the first annual Sharon and Mitchell W. Berger Entrepreneur Boot Camp and salutes all of its participants' entrepreneurial spirit



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2018 Sharon and Mitchell W. Berger Entrepreneur Boot Camp

August, 9 -11, 2018 | Nova Southeastern University

Also available via streaming and video

In Collaboration with the Shepard Broad College of Law, H. Wayne Huizenga College of Business and Entrepreneurship, Halmos College of Natural Sciences and Oceanography, and the College of Engineering and Computing, the Sharon and Mitchell W. Berger Entrepreneur Law Clinic presents the 2018 Sharon and Mitchell W. Berger Entrepreneur Boot Camp designed to immerse entrepreneurs in the skills and disciplines needed to launch a start-up business, with particular focus on those companies built on research, design, or innovation.

Speakers may change prior to event

Thursday, August 9, 2018

5:30 p.m. - 8:00 p.m.	VIP Reception for Paid Attendees, Faculty, and Leadership NSU Shepard Broad College of Law, Third Floor, Law Library
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Friday, August 10, 2018

Rick Case Arena at the Don Taft University Center

7:30 a.m. - 8:15 a.m.	Sign in and Continental Breakfast Rick Case Arena at the Don Taft University Center	
8:15 a.m. - 8:30 a.m.	Welcome	Jon M. Garon, Dean and Professor of Law at NSU Shepard Broad College of Law Steven Kass, Berger Family Fellow and Director of the NSU Sharon and Mitchell W. Berger Entrepreneur Law Clinic
8:30 a.m. - 10:00 a.m.	Panel 1: Ideation	Gerald J. Angeli, President and General Manager at ACR Electronics Thomas J. Pack, P.E., Vice President, New Product Development at ACR Electronics
10:00 - 10:15 a.m.	Break (Snacks)	

10:15 a.m. - 11:45 a.m.	Panel 2: Business Planning	Miguel Hernandez, CFO by Design, SCORE Volunteer George Gremse, SCORE
11:45 a.m. - 1:00 a.m.	Lunch	
1:00 p.m. - 2:30 p.m.	Panel 3: Financial Planning and Market Analysis	Dana Mills, NSU Fischler College of Education Jon M. Garon
2:30 p.m. - 2:45 p.m.	Break (Snacks)	
2:45 p.m. - 4:15 p.m.	Panel 4: Business Models	Donna Litman, NSU Professor of Law Steven Kass

Saturday, August 11, 2018

Rick Case Arena at the Don Taft University Center

8:00 a.m. - 8:30 a.m.	Continental Breakfast Rick Case Arena at the Don Taft University Center	
8:30 a.m. - 10:00 a.m.	Panel 5: Patents and Patentability	Scott Smiley, President of The Concept Law Group & NSU Law Adjunct Professor Erin Curran, Christopher & Weisberg, P.A.
10:00 a.m. - 10:15 a.m.	Break (Snacks)	
10:15 a.m. - 11:45 a.m.	Panel 6: Trademarks, Trade Secrets, Copyright, and Publicity	Vicenç Feliú, Associate Dean for Library Services & Professor of Law Raymond Massie, Attorney & NSU Law Adjunct Professor
11:45 a.m. - 1:00 p.m.	Lunch	
1:00 p.m. - 2:30 p.m.	Panel 7: Design, Fabrication, Production, and Delivery	Gerald J. Angeli Thomas J. Pack
2:30 p.m. - 2:45 p.m.	Break (Snacks)	
2:45 p.m. - 4:15 p.m.	Panel 8: Business Funding and Finance: Angels, VCs, and Lenders	George Gremse Miguel Hernandez
4:15 p.m. - 4:45 p.m.	Closing Remarks	



Expanded Summary of the Modules

The following descriptions are suggested summaries. Given the live and online nature of the program and the size of the audience, it may not be possible to offer these programs in interactive, project-based modules.

1. Ideation; Research with Intellectual Property in Mind

Ideation provides the initial step in developing new products or enhancing existing products. Basic research and general research may develop ideas, but a market orientation combined with an understanding of patent rights can focus the process of new ideas into new products and business lines.

2. Business Planning

The SBA describes the business plan as “an essential roadmap for business success.” This module transitions from the idea into the initial considerations about exploiting that idea. This module also addresses the commitment, industry know-how, due diligence, corporate team requirements and similar building blocks essential to move an idea into an entrepreneurial business launch.

3. Financial Planning and Market Analysis

Closely tied to the business plan is the financial plan for any business. This module introduces the various sources of debt and capital financing, income statements, cash-flow statements, balance sheets, budgeting, pro forma modeling, product pricing, and the fiscal modeling essential to plan a product and a business.

4. Business Models: Legal Structures, Ownership Models, and Tax Implications

In this module, students will learn the distinctions among various legal business structures, the nature of various ownership structures and the legal requirements to translate the student’s product into a commercial enterprise. This will provide the students with the foundation, in consultation with their business and legal advisors, to choose between a corporation, limited liability company, or other entity, make initial tax elections, and design the core organizational documents and other agreements needed to launch a company based upon the ideas they have translated into a product.

5. Patents and Patentability

Through the exclusive rights granted by patent laws for a limited period of time, a patent owner has the potential to gain a dominant market position with regard to the scope of the invention. Patents provide their owners control over the making, using, selling, or importing of an invention. This module introduces students to the scope of patent rights, the steps needed to translate research into a patented

process, machine, article of manufacture, or composition of matter without unintentionally destroying the exclusivity in the patent or diminishing its value.

6. Non-patent based Intellectual Property (Trademark, Trade Secret, Copyright, and Publicity Rights)

Although patents are the most powerful of intellectual property rights, a suite of other intellectual property and related rights provide the entrepreneur similar exclusivity in the marketplace. This module explores the important alternatives to patent rights and the business practices about when to patent and when to rely on other methods, including trade secrets, trademarks and trade dress, copyright, license agreements, and publicity rights. Students will explore the range of intellectual property tools available for their product ideas and develop business strategies that maximize the value provided by patent and non-patent strategies.

7. Design, Fabrication, Production, and Delivery

In this module, students will learn the steps needed to bring a product from the concept stage to the marketplace. Students will explore the requirements for prototyping, design, product fabrication, supply chain management, production, and delivery requirements of the product. Students will work through simulations to assess the time-to-market for their products and the costs associated with the translation from prototype to product.

8. Business Funding and Finance: Angels, VCs, and Lender

In this module, students will learn the distinctions among various sources of financing as these financing sources are most appropriate to the student's product. They will explore the financial, managerial, and strategic risks associated with each form of financing. Through simulations exercises, students will then select the most appropriate form of financing relevant to their product and adapt the business structure as needed to allow for investors based on the financing sources they have chosen.



2018 Sharon and Mitchell W. Berger Entrepreneur Boot Camp Presenter Biographies

August 9-11, 2018 | Nova Southeastern University



Jon M. Garon is Dean and Professor of Law of Nova Southeastern University Shepard Broad College of Law. Dean Garon serves as chief academic officer for the law school, providing strategic leadership on programming, curriculum, enrollment management, marketing, and finance. He is a nationally recognized authority on technology law and intellectual property, particularly copyright law, entertainment and information privacy. A Minnesota native, he received his bachelor's degree from the University of Minnesota in 1985 and his juris doctor degree from Columbia University School of Law in 1988.

Prior to joining Nova Southeastern University in 2014, Dean Garon was the inaugural Director of the Northern Kentucky University Salmon P. Chase College of Law, Law + Informatics Institute from 2011-2014. The Law + Informatics Institute serves to integrate the specialized programming on technology and information systems as they apply across legal disciplines. A tenured member of the law faculty, Dean Garon taught Information Privacy Law, Cyberspace Law, Copyright Law, Entertainment Law, and related courses.

Dean Garon served as Dean and Professor of Law at Hamline University School of Law in St. Paul, Minnesota. He was professor of law from 2003 to 2011, Dean of the Law School from 2003 to 2008 and Interim Dean of the Graduate School of Management from 2005 to 2006. Before Hamline, Garon taught Entertainment Law and Copyright at Franklin Pierce Law Center in Concord, New Hampshire and Western State University College of Law in Orange County, California.

Among his numerous accomplishments, Dean Garon has held key leadership positions as past chair of both the American Bar Association's Law School Administration Committee and the Association of American Law Schools Section on Part-Time Legal Education. His teaching and scholarship often focus on business innovation and structural change to media, education and content-based industries. He is the author of three books and numerous book chapters and articles, including *The Independent Filmmaker's Law & Business Guide to Financing, Shooting, and Distributing Independent and Digital Films* (A Cappella Books, 2d Ed. 2009); *Own It – The Law & Business Guide to Launching a New Business Through Innovation, Exclusivity and Relevance* (Carolina Academic Press 2007); and *Entertainment Law & Practice* (2d Ed. 2014 Carolina Academic Press). Additionally, he has presented at more than 60 forums across the U.S.



Steven Kass is the Berger Family Fellow and Director of the Sharon and Mitchell W. Berger Entrepreneur Law Clinic. Prior to becoming clinic director, Mr. Kass practiced as a business lawyer in Miami, Florida, primarily in the areas of corporate, securities, and insurance law, most recently as a shareholder (now, of counsel) at Carlton Fields Jorden Burt, P.A. He received his law degree from the University of Miami School of Law, graduating magna cum laude. In addition to his client-facing responsibilities, Mr. Kass served in the roles of Administrative Partner and Chief Financial Officer for Jorden Burt LLP, a seventy-lawyer, multi-office law firm, from 2004 to 2013, before that firm's merger with Carlton Fields. Prior to law school, Mr. Kass also worked as a CPA (license no longer active) for both a public accounting firm and in private industry.

Today, Steve provides pro bono services through Legal Aid Service of Broward County, and he has previously served as the President of his synagogue and as a member of the Board of Directors of the Jewish Federation of Broward County. Steve is the proud father of a 2014 NSU Law School graduate, Lisa S. (Kass) Bour.



Gerald J. Angeli has successfully led an historic transformation of ACR Electronics. Serving in advancing leadership roles since 2011 culminating as its President and General Manager for the past four years, Gerry energized and inspired over 150 employees, intensifying their passion and dedication to save lives. Headquartered in Fort Lauderdale, Florida, ACR Electronics, Inc. is a wholly owned subsidiary of Drew Marine. As the industry leader, ACR designs and manufactures complete top of the line life-saving equipment including personal locating beacons (PLBs), EPIRBs for the marine industry, ELTs for aircraft and radio beacons for certain military applications.

Earning degrees in Engineering Physics from Lehigh University, and a MBA from Boston University, Gerry serves as an Adjunct Professor at the NSU Huizenga School of Business and Entrepreneurship. Previously, he worked in many aspects of design, manufacturing and supply chain serving as Vice President of Manufacturing and Supply Chain for the Consumer Products division of Eastman Kodak Company; Vice President of Manufacturing for the Systemedia Division of the NCR Corporation; and Sr. Vice President for Concord Camera Corp. Recognized today as a significant leader in the community, Gerry was appointed to head the 2018 Washington Summit, appointed member of the prestigious Council of Economic Advisors, Winterfest Advisory board, the Tower Forum and continues to be honored with multiple awards. Widely respected as a result oriented executive, the experience has proven to be life-changing leading to his decision to announce his retirement, continuing to support ACR serving as Executive Vice President through 2018 with the intention to devote his next career journey making a difference in the community as a life's mission.



Thomas J. Pack, P.E., is the Vice President, New Product Development at ACR Electronics, Inc. ACR designs and manufactures cutting edge rescue beacons and survival gear for boaters, pilots, hunters, hikers and combat troops, not to mention many of the leading boat builders and aircraft manufacturers in the industry.

Thomas is responsible for the technology and product development for all the ACR product lines including PLB, EPIRB and ELT beacons for the marine, outdoor, and aviation markets. Under his leadership, ACR developed eight beacons in the last 8 years including 3 PLBs, 2 EPIRBs, 5 ELTs, and the hybrid 406/Iridium SARLink. In addition, there was development of two major military programs for the USAF and US Army. The innovation driven by these programs resulted in 22 patent applications with 9 US and 5 International patents granted. The beacon development has been based on a platform strategy which has positioned the ACR product line to easily migrate to a Second Generation Cospas-Sarsat beacon.

Thomas is well-versed in regulatory standards and compliance with the FAA/EASA, USCG, EU MED, Cospas-Sarsat, R&TTE, and FCC. He is a member of RTCM and currently hold positions on standards committees: SC110 - Emergency Beacons; SC119 – Marine Survivor Locating Devices; SC128 – Satellite Emergency Notification Devices; and SC132 - Visual Emergency Signaling Devices. He was nominated by the FAA to be the Chairman of RTCA Special Committee SC-229 to define the next generation of ELT specifications and requirements for triggering beacon transmission based on abnormal aviation conditions. He is also a member of the industry driven ARINC standards for Global Flight Tracking and Timely Retrieval of Flight Data.

His background includes product development and manufacturing experience with world class organizations, holding leadership positions with Pratt & Whitney Aircraft, IBM, Motorola, and Cobham Defense. He holds a MBA from Northwestern University, a MS in Optics from the University of Rochester, a MS in Mechanical Engineering from Purdue University, and a BS in Mechanical Engineering from the University of Florida. He is a Professional Engineer (PE), Project Management Professional (PMP), and 6 Sigma Black Belt.



Miguel Hernandez, is the founder and President of Genesis Financial Associates Inc. dba CFO by Design. Throughout his professional 20 years of experience, he has witnessed some common pitfalls keeping people and businesses from achieving their financial and entrepreneurial dreams. As a result, CFO by Design was founded on the premise that both individuals and entrepreneurs should have access to professional financial, funding and business consultation catered to the achievement of their business goals and dreams. This is accomplished through the creation of business relationships with a collective group of professionals and capital organizations that have over 15 to 30 years of industry experience. With over 300 consultants connected to us through our online portal, they assist hundreds of clients all over the country.

Education:

- International Business Administration - Florida International University
- Business Administration - Miami-Dade College

Licensures:

- Securities Exchange Commission (SEC) Series 6, Series 26
- State of Florida 215 Life and Annuities License
- Legal Expense
- Mortgage License

Professional Affiliation:

- Broward SCORE Counselor
- Broward SCORE Funding Committee Chairman
- Business Network International (BNI)
- Hispanic Business Initiative Fund (HBFC) Prospera
- Hispanic Unity of Florida
- Private Hedge Funds

- Accion USA
- Family Counseling of Miami-Board Member
- Haitian American Organization for Women-Business Consultant
- Small Business Administration Intermediary-Odeon Group Business Developer/Strategist
- Miami-Dade College Student Mentor and Speaker for School of Business

Background History:

- Division Sales Manager: Federated Department Stores (1992-1996)
- Operations Manager: International Retail Ermenegildo Zenga (1996-2002)
- SBA Intermediary Odeon Group: Business Developer/Consultant (2002-2004)
- Regional Vice President with Citigroup (2004-2006)
- Agape – Director of Outreach and Business Development (2006-2007)
- President/Founder- GFA, Inc./CFO by Design(2009-Present)



George Gremse has held senior management positions in both Fortune 500 companies and start-ups. He is President of Jolizmo Consulting and Investments, Inc., Vice Chairman and Immediate Past Chairman of Broward SCORE and he served on the Board of Directors of Metro Broward Economic Development Corporation.

He was Division President at Velocity Express; CEO of Advantage Rent A Car; President and COO of the Far&Wide Travel Corporation, a global travel provider and tour operator with offices in the U.S., Europe, and Asia; President and COO of Alamo Rent a Car; President of Adia (Adecco) Staffing North America with 325 branches in the U.S. and Canada; Vice President at National Car Rental; Division Vice President of the Southeastern U.S.

Panama, and the Caribbean at Hertz; and Vice President at Citibank's New York Retail Bank. From 2012 to 2017, George was the Chairman of Broward SCORE. He participated in leading a group of more than 70 volunteer business consultants who annually provide guidance in Broward County to over 6,600 entrepreneurs and small business owners on everything from starting up to managing sales, marketing, operations, website development, etc. He continues in his volunteer work as mentor, workshop presenter, speaker, and advisor to the Chairman.

Mr. Gremse served in South America in the Peace Corps and holds a B.S. from Cornell University and a MBA from Baruch College of the City University of New York.



Dana Scott Mills, Ph.D., is an Associate Dean and Professor at the Abraham S. Fischler College of Education at Nova Southeastern University. Prior to his tenure at NSU, Dr. Mills completed a 2-year postdoctoral fellowship through the National Institute on Drug Abuse (NIDA) at the Center for Treatment Research on Adolescent Drug Abuse at the University of Miami. Dr. Mills' research interests and expertise lie in the areas of integrating evidence-based practice into work settings, educational policy, organizational change, advanced quantitative methods and program evaluation. Dr. Mills was a founding member of the South Florida Education Research Alliance, a collaborative research group representing faculty from

Nova Southeastern University and partnering institutions, Barry University, Florida International University, Florida Atlantic University, and research staff from Broward County Public Schools (BCPS). In addition, Dr. Mills has done consulting work with non-profit and for-profit businesses in the use of advanced statistical models and business analytics to inform marketing decisions. Dr. Mills also served as an evaluation and program planning consultant to a variety of organizations including the Rhode Island Division of Substance Abuse, the New York City Outward Bound Program, and the Massachusetts Society for the Prevention of Cruelty to Children. Dr. Mills has published and conducted National trainings in evaluation and program planning and importing research-based interventions into community practice settings. Dr. Mills' doctoral degree is in psychology from the University of Rhode Island.



Donna Litman is a tenured Full Professor at the NSU Shepard Broad College of Law and has been a member of the faculty since 1983. She teaches in the areas of business planning, comparative law, estate planning, and tax law, including Business Entities, Business Planning Workshop, and Income Tax. She is a Florida Bar Board Certified Specialist in Tax Law. Professor Litman serves as the faculty advisor for the Transactional Law Practice Group and has coached student teams for transactional competitions, including the National Health Law Moot Court Competition and the National Transactional LawMeet. She has presented at international and national conferences and authored and co-authored books, chapters, portfolios, articles, and newspaper columns.



Scott Smiley In addition to serving as the Adjunct Professor of Patent Law at Nova Southeastern University, Shepard Broad College of Law, Scott Smiley practices law at his firm, The Concept Law Group, P.A., in Fort Lauderdale, FL, where he concentrates his practice on Patent and Trademark law. Scott is a Registered Patent Attorney and holds a degree in Electrical Engineering. Before entering the field of law, Mr. Smiley designed antenna and communication systems for commercial and military aircraft, the Harrier Vertical Take-Off Jet being one of his biggest projects. Mr. Smiley also served as an Adjunct Professor of Engineering at a local South Florida college.

More recently, Mr. Smiley was part of a team that litigated a three-year-long patent infringement case against The Home Depot U.S.A., Inc., where they successfully proved that The Home Depot engaged in willful patent infringement. After a nearly month-long trial that made news across the nation, the jury awarded his client over \$24 million in actual damages, punitive damages, and attorneys' fees. Mr. Smiley was one of the first attorneys in the country to emerge victorious in an inter partes review proceeding at the United States Patent and Trademark Office, allowing his client to move forward with its patent infringement claims in Federal Court.

Mr. Smiley has been named as one of 2018's "Super Lawyers" by Super Lawyer magazine. He is admitted to practice in the Supreme Court of the United States, the Federal Circuit Court of Appeals, the Southern, Middle, and Northern Districts of Florida, and the United States Patent and Trademark Office.



Erin Curran is a Registered Patent Attorney and member of the Florida Bar. She holds an AV (Preeminent) peer rating by Martindale-Hubbell, is the President-elect of the Broward County Women Lawyers' Association, the Broward County chapter representative for the Florida Association for Women Lawyers, and a past President of the Intellectual Property Law Association of Florida (IPLAF).

Erin's practice is devoted to all areas of patent, trademark, and copyright law, with a particular emphasis on patent matters relating to medical devices, biotechnology, and the exercise industry.

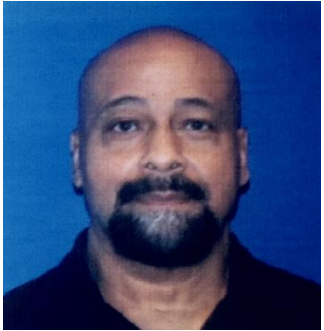
Erin is a proud alumna of Auburn University, where she obtained her Bachelor of Science in Biomedical Sciences with a concentration in Pre-Medicine and was awarded her Juris Doctor degree from Florida Coastal School of Law where she was recognized as a dean's scholar.

In addition to her involvement with the Florida Association for Women Lawyers and the Broward County Women Lawyers' Association, Erin is an intellectual property law mentor with the Venture Mentoring Team, a nonprofit organization dedicated to fostering the startup community.



Vicenç Feliú is the Associate Dean for Library Services & Professor of Law with NSU Shepard Broad College of Law. Dean Feliú was most recently the Associate Dean for Library Services and Professor of Law at Villanova University's Charles Widger School of Law in Pennsylvania where he taught Advanced Intellectual Property/Cyber Law and Copyright Law. Before that Dean Feliú was Director of the Law Library and Professor of Law at the University of the District of Columbia David A. Clarke School of Law, where he also taught International Human Rights and Advanced Legal Research.

Dean Feliú teaches Intellectual Property and Trademarks and Unfair Competition Law. Prior to entering academia, Dean Feliú served as a Major in the United States Marine Corps and as a Special Agent with the Federal Bureau of Investigation. Dean Feliú received a B.A. in Linguistics from California State University, Fullerton, both a J.D. and LL.M. in Intellectual Property, Commerce & Technology from the Franklin Pierce Law Center, and a M.L.I.S., with a Law Librarianship Certificate, from the University of Washington.



Raymond Massie has navigated his career through a diverse world of professional development and experience. With more than 30 years experience, he has touched the legal profession through fortune 500 corporations, small business organizations, state and federal government, education, and nonprofit organizations.

He served under a Presidential appointment from Ronald Reagan as Assistant Secretary at the United States Department of Energy; he holds an LL.M. in Intellectual Property from John Marshall Law School, where he taught Copyright law, served as copyright Intellectual Property expert for multi-national telecommunications company Motorola. He served as a transactional attorney for retail giant Sears. Massie served on the Executive Vice President's staff at Florida Atlantic University, advising the Board on the development of its strategic planning efforts for the university. He also became General Counsel for Saint Leo University in Florida. He then received a Certificate from Florida Atlantic University Entrepreneurial & Business Startup Boot Camp.



Contact Us

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