



Boyd Briefs: January 28, 2016

From Dean Dan

The UNLV William S. Boyd School of Law is pleased to announce that Professor Marketa Trimble has been named the inaugural Samuel S. Lionel Professor of Intellectual Property Law. An investiture ceremony marking the official award of the new professorship will take place Thursday, February 4, 2016, at 4 p.m. at the Thomas & Mack Moot Court Facility.

Samuel S. Lionel is a director at Fennemore Craig, a business-focused law firm. He is a legendary litigator and founded the law firm of Lionel Sawyer & Collins. For more than six decades, he has served as a mentor to lawyers, law professors, and law students and has been an instrumental leader of the Nevada bar.

After graduating from law school, Professor Trimble worked in the government of the Czech Republic, obtained two additional degrees in the Law School of Charles University in Prague, and then earned master's and doctoral degrees in juridical science from Stanford Law School. Professor Trimble's comparative, doctrinal, and empirical work draws on her extensive research experience and governmental expertise and centers on international intellectual property law and transnational disputes over intellectual property. She is the co-author (with Paul Goldstein) of the influential casebook *International Intellectual Property Law* as well as the author of *Global Patents: Limits of Transnational Enforcement*.

Announcing a New Chair in Intellectual Property

Thursday, February 4, 4 p.m.

Thomas & Mack Moot Court

To learn more and register, click [here](#).

Dan

Dean & Richard J. Morgan Professor of Law

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FACULTY SPOTLIGHT: Howard Siegel

Howard Siegel, one of New York's "Super Lawyers" and until very recently senior partner in Pryor Cashman LLP's Entertainment Group in New York, teaches The Law & Business of the Music Industry as part of Boyd's intellectual property curriculum. Over his career, Mr. Siegel has represented such prominent recording artists, songwriters, producers, managers, and executives as the E-Street Band, Paula Abdul, Carly Simon, the Rolling Stones' Bill Wyman, and all of the American Idol finalists during the show's first five seasons.



What is the most important thing you are working on right now? I am adjusting to the welcome new lifestyle of retirement from my New York law practice, and moving to Las Vegas. Although I am tempted to cite one of the more commonly expressed benefits of retirement -- namely, that "I have no place I have to be . . . and all day to get there" -- in truth, I have plenty of places I have to be. The main difference is that all of those places are solely of my own choosing! (This of course includes the Boyd School of Law.) I perceive a clear parallel between my recently changed life and how Oliver Wendell Holmes described the life of the law. His oft-quoted observation that "[t]he life of the law has not been logic; it has been experience . . . [and] the felt necessities of the times" applies as much to lawyers as it does to the law itself. To remain relevant, both must adapt to changed times and circumstances. The law has, to our nation's proven experience, always adjusted well. The most important thing on which I am working at the moment is to try to do the same.

How have your years of practice affected your teaching? In the course of 43 years of practice, perhaps the single most useful lesson I've learned is the distinction between knowledge and wisdom. The truly successful attorneys are those who are able to relate to their clients on a personal level as well as on a professional level. Put another way, and I emphasize this in all of my classes, the best among us are able not only to explain the meaning and nuances of clause 7 (a) (ii) (D), but also to closely identify with the client's personal goals. The client and, indeed, the law itself are best served by the attorney who can respond to the client's legal needs as well as to the client's personal concerns. The former talent requires knowledge; the latter wisdom. The distinction between the two is perhaps best stated in this way: knowledge will help you make a living, but wisdom will help you make a life.

How do you see the legal profession evolving in the next 10 years or so?

What does that mean for legal education? Even the most gifted among us are not soothsayers. But, if present trends continue, the ever-evolving world of new and emerging technologies will play an even greater role in defining the nature of the legal practice over the next decade. While there is virtually (no pun intended) no industry that remains unaffected by the ongoing advances in technology, few business models have been affected as profoundly and pervasively as the entertainment industries. We have witnessed core shifts in how music and visual forms of entertainment are delivered to the consumer. We have seen significant restructuring and redefinition of the economic paradigm and of long-standing legal concepts in these industries. I believe that lawyers will continue to be challenged as new delivery systems emerge. Those challenges will require not only an inventive flexibility in responding to newer technologies, but also a creative vigilance in curbing unauthorized copying and distribution of clients' intellectual and tangible properties.

STUDENT SPOTLIGHT: Mariah Northington

You grew up in Lee Vining, Calif., population 222. What was that like? It was very different. Lee Vining is a small mountain town, where everyone knows everything about everyone else. No one locks their doors. There is no movie theater or fast food. The nearest city is Carson City. It's a very tight-knit community with very few secrets. The phrase "it takes a village to raise a child" definitely applied to me. No matter what, Lee Vining will always be home.

What was the highlight of your varsity basketball career at College of Idaho? Going to school out of state when you are just 17 can be terrifying, and the best thing that came out of my participation in a



varsity sport was the fact that I had automatic friends in a new place.

And what's been the highlight of your time at Boyd? The highlight of my time at Boyd has been the people I've met. I've made lifelong friends and great professional relationships during my time here. Coming to this law school was definitely the best choice I could have made.

Graduation and the bar are coming up fast. Then what? After the bar, I will be clerking with Judge Jessie Walsh of the Eighth Judicial District Court for one year. After that, I plan on working for a district attorney's office. The question that will have to be answered at a later point is where, due to the fact that my husband has recently started the police academy for the Nevada Highway Patrol, and we do not know where in the state he will be assigned in August 2017, when my clerkship is over. So, we shall see!



ALUMNI SPOTLIGHT: Eric Gannon '08

Eric Gannon '08 works in Austin, Texas as an analyst for FirstCare Health Plans, an insurer in Texas and New Mexico. He creates value by designing provider contract mechanisms to pursue cost efficiencies and quality incentives -- blending algorithm/data science and financial modeling to optimize network strength and accessibility. Healthcare is evolving rapidly, and Gannon believes leveraging its data will realize market forces sought by trends in health law. He is thrilled to see the new Health Law Program at Boyd.

How has your UNLV education fostered your career path? I credit my skill development to UNLV's creativity-fostering environment and the talented faculty focused on encouraging profound learning: tax law classes instilled a love of dissecting complexity; Professor Blakesley's international law classes illustrated the value of exploring the deep origins of things; and Professor Birdsong's public lands class made me appreciate the balance of prudence and aspiration. Collaborating with phenomenal classmates was a privilege and enhanced my learning.

Do you have certain law school memories that you want to remember and others you'd want to forget? Exhilarating moments when new concepts set in revealing new avenues of learning. I would like to forget times I spoke rashly instead of listening -- I would have enriched my experiences without them, but I embrace lessons from these mistakes.

What's the best business advice you've received? Continuous improvement requires making time to step out of your daily pursuits, reflecting on deeper lessons and evaluating results.—*Patrick Pinnell, Analytics Manager at MAXIMUS, Inc.*

What do you enjoy in your off hours? Time with my wife, Diana, and our two sons, Alexander and William. We plan on transitioning to Nevada or Arizona soon and look forward to being closer to UNLV.

What is your biggest pet peeve? The inability to offer/receive constructive criticism -- a flaw that inevitable, occasional failure and a generous dose of humility keeps in check.



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