



October 20, 2010

SDSI News

SAVE THE DATE! December 2, 2010- SDSI networking event and panel discussion at Yogi's in Cardiff, sponsored by Procopio

You won't want to miss this great opportunity to meet members of the SDSI Advisory Board, network with like-minded entrepreneurs mingle with potential investors and listen to a valuable panel discussion (TBD topic). Stay tuned from more information!

SDSI Investor Panel- at Skullcandy Headquarters

This invitation only event will educate angel and private investors on how to transfer investment knowledge and experience into the action sports and active life style space. To be held at the headquarters of action sport rockstar, Skullcandy in San Clemente, CA.

US Patent and Trademark Office (PTO) proposes new patent examination initiative to increase efficiency. Join the CONNECT Public Policy Forum for a review of the benefits and pitfalls of the PTO's Proposed Three-Track Examination Process

Intellectual Property (IP) is essential to the growth and survival of start-up companies. Obtaining a strong patent portfolio provides small businesses with the foundation needed to attract investors, secure early stage funding, and protect their creative ideas.

Earlier this year, the United States Patent and Trademark Office (PTO) sought public comments on a proposed new patent examination initiative that could increase efficiency in the current patent application process. The new "Three-Track" program aims to provide applicants with the timing of examination they need, while reducing pendency of patent applications.

"We recognize that the traditional 'one-size-fits-all' examination timing may not work for all applicants," said Under Secretary of Commerce for Intellectual Property and Director of the USPTO David Kappos. "By allowing applicants greater control over the timing of examination, the USPTO will be able to deploy its resources to better meet the needs of innovators."

Under the proposed "Three-Track" initiative, for applications filed first in the United States, an applicant may request:

Track I: Prioritized examination

Track II: Traditional examination under the current procedures

Track III: For non-continuing applications first filed in the USPTO, an applicant-controlled delay for up to 30 months prior to docketing for examination

The PTO is in the process of reviewing the public comments they received and hopes to publish a revised proposal based on the feedback from the IP community. The San Diego innovation community has a unique opportunity to learn about the PTO's proposal and its implication directly from a current senior PTO official and a former senior PTO official with additional observations from other highly respected San Diego IP professionals. For more information and to register for this timely CONNECT Public Policy Forum click [here](#).

Great upcoming FrameWorks Workshops: Term Sheets, IPs, Leasing Strategies and Tax Credits

Don't miss this content rich educational series designed to give founders, CEOs and business leaders the vocabulary, foundation and "frameworks" to grow their companies into successful businesses. Click [here](#) for more details and to register for upcoming Workshops. Discounted rates for SDSI members.

SDSI Community News

Security Business Bank of San Diego strengthens its sports portfolio with three new clients: ArtFunctionCo, ElliptiGO Inc. and Hamilton Tharp LLP

Security Business Bank, founding members of SDSI, continues to be the go-to-bank for local sports companies. San Diego based ArtFunctionCo (dba Sk8ology), founded by SDSI board member Mark Schmid, is a sports display maker for consumer products and 2010 finalist for CONNECT's distinguished Most Innovative New Product Award. Solana Beach-based ElliptiGO Inc., an outdoor elliptical bicycle, is a CONNECT Springboard graduate, past presenter at SDSI's Capital Forum and Deal Network and a finalist for the 2010 Most Innovative Product Awards. Solana Beach-based Hamilton Tharp LLP provides tax and accountancy services to a variety of professional athletes and others. [NCTimes.com](#)

Sweet Spot Golf sponsors women's golf associations

Sweet Spot Golf sponsored the Executive Women's Golf Association (EWGA) California Cup which included nine California and Nevada Chapters for their 4th annual golf tournament. The EWGA is the world's largest women's golf membership group and CEO Pam Swenson sits on the Sweet Spot Golf Advisory Board. Sweet Spot Golf also sponsored their first LPGA event in Charlotte, NC at the LPGA T&CP National Championships. Sweet Spot Golf, a Springboard graduate, designs and manufactures state-of-the-art women's golf clubs using a patented design that reduces aerodynamic drag, increasing club head speed, and producing improved shot distance. Read more information on Sweet Spot Golf [here](#).

Adio Footwear releases second video in "Going Forward" series featuring Chris Troy

Adio's "Going Forward" video series features a new full-length part from every Adio team rider, beginning with Jordan Hoffart in August of this year. Check out Chris Troy's video and interview on [ESPN.com](#) interview. Stay tuned for a new full-length part from a different rider.

Job posting- SDSU Sports MBA Program Coordinator, College of Business Administration - Executive and Specialized Programs

The Program Coordinator for the Sports MBA program has significant responsibility for the administrative services of this fast-paced dynamic, customer-service oriented graduate program. The Sports MBA Coordinator collaborates with the Sports MBA Program Director, Scott Minto as well as the Executive

Director of the Office of Executive and Specialized Programs. Application and more information found [here](#).

Ever wonder what surfing will be like in 10 years? Inside the head of SDSI board member “P.T.”

To celebrate 10-10-10, The OC Register asked some smart people around town for 10 ideas of what life would be like in 10 years loosely within their own area of expertise. Reporter Laylan Connelly got these 10 notions on the future of surfing from Huntington Beach’s Peter “P.T.” Townend, surfing’s first professional world champion in 1976 and one of the sport’s most recognizable and influential stars. Click [here](#) and scroll down for full story.



‘Post up’ and win an autographed 1972 Sports Illustrated cover featuring Bill Walton

How many father son pairs have won an NBA Championship and what are their names? Follow [@sdsitweets](#) and be the first to mention the correct answer [@sdsitweets](#) to win.

SDSI and CONNECT events

Oct. 20 MIT Enterprise Forum SD presents: Case presentation on Joe Media, Inc.

Oct. 28 CONNECT FrameWorks Workshops presents: Art of the Term Sheet

Nov. 2 Foley's Emerging Technologies Conference - Do You Speak Entrepreneur? - Presented with CONNECT

Nov. 4 CONNECT FrameWorks Workshops present: Basics of Obtaining Commercially Effective IP

Nov. 9 CONNECT Public Policy Forum presents: US Patten Trade Office's Proposed Three-Track Patent Examination Process: A Review of the Benefits and Pitfalls

Nov. 11 SDSI Investor Forum: invitation only

Nov. 11 CONNECT FrameWorks Workshops present: Tax Credits: What's Available and How Can I Apply?

Nov 18 CONNECT FrameWorks Workshops present: Leasing Strategies To Protect your Bottom Line

Oct. 20 CONNECT Frontiers in Science & Technology presents Surgery Without a Scar - Sponsored by Townsend & Townsend & Crew LLP

Dec. 2 SAVE THE DATE: SDSI networking event and panel discussion - Yogi's sponsored by Procopio, more details coming soon!

Dec. 10 CONNECT presents: 23rd Annual Most Innovative New Product Awards

Community events

Oct 20 SDSU Alumni Association presents: Getting Personal: Building Consumer Loyalty in a Crowded Market, featuring SDSI board member Mark Schmid

Oct 21 Six Degrees Breakfast Speaking Series- The Business of Sports: San Diego Sports and the Impact on the Local Economy

Nov 8-9 SIMA Industry Boot Camp- An Open Forum for Manufacturers and Retailers

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