



Joy Goudie

Greater New York

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Joy Goudie is currently an independent board member at Daxor Corporation, following twelve-years as Senior Patent Counsel for Revlon leading cross-functional teams in the US and Spain. In addition, she served as Vice President managing Revlon's global R&D portfolio and driving new technologies.

Joy Goudie is currently seeking an additional corporate board position while continuing in her current role. Her contribution will draw on her skills in business development through defensive IP and transactional negotiations as well as experience in bringing to market new technologies in the pharmaceutical, medical device, consumer products, beauty/cosmetic and healthcare industries.

Leading with her combination of technical expertise and business acumen Joy has provided valuation of intellectual property portfolios for M&A and joint ventures at Revlon. Her business experience focused on developing strategies using IP to drive business growth consistent with company culture at both Revlon and Wyeth Pharmaceuticals. Key focus included leadership roles within industry leadership groups, R&D, manufacturing groups, process-formulation and marketing teams with regard to intellectual property law, licensing, social media, and other transactional matters.

Corporate responsibilities required regular travel to Spain to work with direct reports, R&D, and marketing groups. Management of a pharmaceutical patent portfolio required travel to Dubai and Egypt to meet with the minister of health and outside local counsel. International patent portfolio management required appearance in courts in The Hague.

A published scientist, Joy has worked with patients and R&D teams in the development of new antibiotics and small molecules for treatment of solid tumor cancers. Her research also included work in the areas of stroke and Parkinson's disease. Research data analysis included collecting and analyzing big data using automated intelligence (AI) and computer programming.

Currently residing in the tri-state area of New York City, Joy is married to a British citizen and has lived with her family in London while studying EU and English law. She spends time in the UK with family and friends on a regular basis.

BOARD SERVICE

Daxor Corporation (DAX) (July 2020 – present) – HealthCare/Life Sciences

American Friends of the Georgian Group (2016 – present) – architecture/preservation

CAREER CHRONOLOGY

Wissing Miller, LLP (2019-2020) Partner, Intellectual Property

Revlon (2007 – 2019) Vice President, Senior Patent Counsel, Assistant Secretary

Wyeth (2002 – 2007) Patent Counsel

Bryan Cave (2000 – 2002) Associate, Intellectual Property

Cooper & Dunham (1998 – 2000) Associate, Intellectual Property

Chambers of Christopher Malcolm at Gray's Inn London (1997-1998) Intern, Intellectual Property

RESEARCH POSITIONS (1980 – 1997)

Research Scientist, Bayer Corporation: Reagent Development for Medical Instrumentation

Research Chemist, American Cyanamid: Infectious & Solid Tumor Cancer Research Scientist

Research Scientist, Burke Rehabilitation Center: Parkinson's Disease & Stroke

State University New York at Buffalo: Basement membrane damage in kidneys

Medical Technologist: Buffalo General Hospital, Saint Joseph's Hospital and Peekskill Hospital

Industry Experience

Beauty and Cosmetics

Consumer Products

Pharmaceuticals

Medical Device

Healthcare

Research & Development

Expertise

Intellectual Property Law

Transactional Negotiations

Regulation

Compliance

Social Media

Technology

Automated Intelligence (AI)

International Experience

Domiciled in UK and US

Work in Barcelona, The Hague,

Dubai, Egypt

Education

Pace University (JD) 1998

Long Island University (MS,

Chemistry) 1995

Mercy College (BS, Medical

Technology, Behavioral Science,

Health Service Management) 1990

Professional Affiliation

Private Directors Association

National Assoc of Corporate

Directors (NACD)

New York Intellectual Property

Association – Co-chair Patent

Practice Group

(As of Sept. 2020)

Heather M. Schneider

Partner

New York

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Heather M. Schneider is a partner in the Intellectual Property Department and President-Elect of the New York Intellectual Property Association. Ms. Schneider's practice focuses on patent litigation, trademark prosecution, transactional work, and antitrust issues involving intellectual property. Her litigation experience encompasses numerous technologies, including pharmaceuticals and biologic products, computer software, medical devices, and chemical products. Her transactional experience includes client counseling on patent and software issues, including licensing, development and collaboration agreements, mergers, and bankruptcy. Heather is working on numerous confidential matters evaluating patents for companies developing vaccines and biosimilars, including patents directed to proteins, cell culture media, polynucleotides, vectors, host cells, and production methods.

In the pharmaceutical field, Heather has played a significant role in a recent collaboration agreement regarding a promising COVID-19 treatment and in litigations and appeals for major life sciences companies involving drug products including: erythropoietin (Epogen), dexmedetomidine (Precedex), rotigotine (Neupro), fingolimod (Gilenya), paricalcitol (Zemlar), oxycodone HCl (OxyContin), argatroban (Argatroban Injection), and amlodipine besylate (Norvasc). She was lead counsel in obtaining a preliminary injunction for breach of contract and other claims for a matter involving agricultural fertilizers. In the computer field, Heather appeared before the U.S. and Canadian courts in the Nortel bankruptcy litigation involving the allocation of proceeds from the sale of Nortel's \$4.5 billion portfolio of telecommunications patents.

Selected Significant Matters

- *Confidential Vaccine and Biosimilar Matters* – Evaluate patents for companies developing vaccines and biosimilars, including patents directed to proteins, cell culture media, polynucleotides, vectors, host cells, and production methods.



My Practices

Intellectual Property
Cybersecurity & Privacy
Willkie Digital Works
Industries

Education

Columbia University School of Law, J.D., 2006
Pace University, MS, 1999
Ohio University, B.A., 1993

Bar Admissions

New York, 2007

- *Confidential Financial Institution* – Led team to prepare for arbitration against software vendor that caused tens of millions in damages to credit card platform; evaluated all technical aspects of software failures with client staff; handled negotiations and reached favorable settlement.
- *Confidential FinTech and Insurance Matters* – Negotiate license for auction platform; provide brand advice to cryptocurrency mining company; negotiate license for risk management software; work on IP and antitrust issues related to industry-standard financial identifiers.
- *Relief Therapeutics* – Led deal team with corporate partner for the negotiation of a collaboration agreement with NeuroRx, Inc. for the commercialization of RLF-100™ (Aviptadil) worldwide. RLF-100 is a pharmaceutical treatment with potential applications for the treatment of COVID-19 patients.
- *Amgen v. Hospira* (erythropoietin) – Trial counsel in first jury trial under the BPCIA, which resulted in a split decision on patent infringement, validity, and Safe Harbor issues.
- *Hocking v. Eco Agro* – Lead trial counsel that obtained preliminary injunction in Alabama state court for plaintiff in case that involves breach of contract, defamation, misappropriation of trade secrets, and other claims related to agricultural fertilizers.
- *Cisco* – Worked on Cisco acquisition of Voicea, a privately held company focused on voice collaboration technology that leverages the power of AI.
- *Principia v. SFG* – Trial counsel for plaintiff in S.D.N.Y. case asserting misappropriation of trade secrets, breach of contract, and other claims involving client's proprietary swaps analytic software.
- *Purdue v. Amneal* (oxycodone HCl) – Counsel for appellees Amneal and Kashiv Pharma, LLC defending multiple IPR decisions invalidating OxyContin patents.
- *AbbVie v. Hospira* (paricalcitol) – Trial counsel in U.S. District Court victory for Hospira in patent infringement case. Court ruled that Hospira's generic paricalcitol product does not infringe AbbVie's U.S. patent, ending multi-year litigation.
- *Hospira and Orion v. Sandoz* (Precedex) – Trial counsel in district court judgment protecting the validity and enforceability of the patent for the active ingredient in the sedative Precedex.
- *In re Nortel Networks* – Trial counsel for UK pension plan in unprecedented joint U.S./Canadian bankruptcy trial, addressing allocation of proceeds from the sale of Nortel's \$4.5 billion portfolio of telecommunications patents. Received favorable trial decisions from the Delaware and Canadian courts, case settled on appeal.

- *Arkema v. Honeywell* – Represent chemical company in declaratory judgment action seeking to invalidate patents directed to 1234yf, a hydrofluorocarbon used in automobile refrigeration.
 - *CryptoPeak v. Commonwealth and Forethought* – Obtained dismissal in one case and settlement in another for companies accused of infringing internet cryptography patents.
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Selected Professional and Business Activities

- Prior to attending law school, Heather worked as a Senior Technical Consultant for Hewlett-Packard. She is co-author of the book *Mobile Applications: Architecture, Design, and Development* (Prentice Hall 2004).
 - Heather is President-Elect of the New York Intellectual Property Law Association. She is also on the Advisory Board for the Pace University Seidenberg School of Computer Science and Information Systems.
 - In 2017, Heather received a Certificate in Genetics and Genomics from the Stanford University Center for Professional Development, where she completed courses in genetics, personal genomics, gene therapy, genetic engineering, and biotechnology.
 - Heather is on Willkie's Pro Bono Committee and does a significant amount of pro bono work, including obtaining a preliminary injunction, favorable settlement, and attorneys' fees for the ACLU in a case involving reproductive rights; representing a number of special immigrant juvenile and T-Visa applicants; and providing IP advice to non-profits including JUST Capital. Heather was named Pro Bono Attorney of the Year 2020 by Kids in Need of Defense (KIND).
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Selected Publications and Lectures

- *GlaxoSmithKline v. Teva* - Induced Infringement Despite Skinny Labels, JPPCLE 2021 Webinar Series (June 9, 2021).
- Recent Court Decisions That Are Shaping Patent Law, PLI Patent Law Institute (April 2, 2020).
- Standing for IPR Appeals, with T. Thieme and J. Blanton, NYIPLA, The Report (forthcoming).
- When Does an Unsuccessful Petitioner Have Standing to Appeal an Adverse PTAB Decision?, with T. Thieme and J. Blanton, NYIPLA, The Report (Summer/Fall 2019), [available here](#).
- Organized and moderated panel on Market Developments in Biosimilars with speakers from BIO, AAM, CLSA, and Charles River Associates in San Francisco, CA in conjunction with J.P. Morgan Healthcare Conference (Jan. 9, 2019).

- Mini-Roundtable, IP Infringements in the Life Sciences Sector, Corporate Disputes (Oct-Dec 2018), [available here](#).
- Quarterly Biosimilar Webinar Series with Taylor Wessing (Sept. 2018-Present).
- PTAB Developments Involving CRISPR-Cas9 Gene Editing Technology, with M. Johnson, NYIPLA, The Report (April/May 2017).
- "RAND" or "FRAND" Royalties: Considerations After Microsoft v. Motorola, with E. Chang and S. Lombardi, ABA Section of Antitrust Law, The Antitrust Counselor, Vol. 7.3 (June 2013).
- Frequently Asked Antitrust Questions, Chapter on Antitrust & Intellectual Property with D. Park and J. Lucena-Pichardo, ABA Section of Antitrust Law (2d Ed. April 2013).
- NYIPLA, Patent/Antitrust Concerns Arising in Corporate Transactions (Jan. 16, 2014).
- Hot Topics at the Intersection of Intellectual Property and Antitrust (Sept. 30, 2014; Apr. 20, 2015; Feb. 17, 2016).
- Mobile Applications: Architecture, Design & Development, with V. Lee and R. Schell, Prentice Hall PTR Books (April 2004).

Cheryl Wang

Birkenstock Americas

Cheryl Wang is the Associate General Counsel for Birkenstock Americas. Prior to joining Birkenstock, Cheryl was in-house counsel at David Yurman. As the sole intellectual property and brand enforcement counsel, she was responsible for the company's global brand protection program and for managing all the copyrights, trademarks, and patents worldwide.

While her main practice area is intellectual property, her responsibilities covered a wide range of practices, including litigation and compliance. Cheryl has been a panelist at events such as Managing IP conferences, the inaugural NYC Luxury Law Summit, PLI's IP Rights Enforcement program and the Federal Bar Association's Fashion Law Conference. She has spoken regarding intellectual property, brand enforcement, fashion law, and women in IP law.

She is on the board of the New York Intellectual Property Law Association and a member of the International Trademark Association's Anti-Counterfeiting Committee.