

...local and specialty law associations, and the great public... a phenomenal experience, says Scott MacGowan, MD only

who will lend their experience, expertise, and wisdom to the morning training, while the afternoon's legal clinic will fulfill

Each year, 15 Fellows are selected for the 12-month program, during which time they attend sundry MSBA events as well

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MSBA Announces First Zenith Award

By Charity Anastasio

MSBA's Law Office Management Assistance Office recently launched a new initiative, the Zenith Awards, a website contest shining a spotlight on the best websites for lawyers practicing in Maryland. MSBA will choose a new winner based on a series of themes every other month in 2017, with 7 winners! Winners will be featured on MSBA media, receive an online badge, and other exciting prizes!

And, without further ado, the first of seven Zenith Awards goes to www.millerandzois.com website for the firm Miller & Zois, LLC!

The competition this month assessed *Call to Action*. A good call to action is eye catching and indicates what the viewer should do next, with a clear value proposition that actually pans out. For example, a homepage or landing page may say "Download our ebook on opening a business!" and have a button to click where users get the ebook after they enter their information. "Download our ebook" is the call to action.

Shorter is better and a good call to action makes folks

want to engage the firm, to do what is asked of them.

Following the call to action the result For example, a link should have expected. "find more"



should go information topic it follows something different.

Several different calls to action

on one page can become muddled. A good call to action is consistent and repeated frequently.

Miller & Zois, LLC has several calls to action on their landing page.

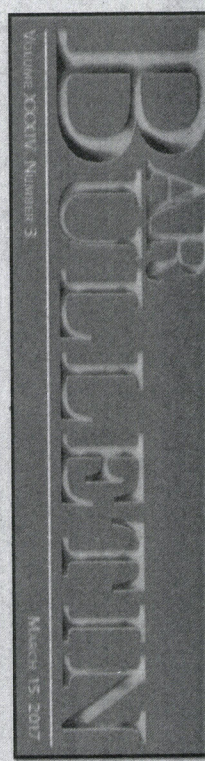
- A popup screen says Can We Help You? With YES in red and NO in gray. When one clicks "no" to move through to the homepage, there is an unobtrusive Live Chat box where someone can contact them through instant messaging technology.
- It has a classic "contact us" link in the top, right hand corner.
- Finally, it has a prominent fill-in field that says "Tell us about your case." The website judges thought this was a particularly compelling call to action, as people want to be heard. Potential clients want to find someone interested in hearing about their case.
- What's more, the website is mobile responsive and includes an obvious call button on the phone version.

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FTO assessments in those countries of interest.

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Well done Miller & Zois, LLC! We are so impressed with your call to action.

Thank you for all the submissions! Keep them rolling in, as there will be winners every other month. Find out more information and submit a nomination by visiting msba.org/webcomp2017.aspx.

Next month's theme is **Use of Photographs**.

Once submitted, each website will be considered for all categories until it wins one. All submissions, including winners, will be considered for the grand prize.

The next due date is **April 15, 2017**.



MARCH 2017 ABE

ings. The STRONG Patents Act introduced in the Senate in 2015 and the Innovation Act introduced in the House in 2016 both sought to remove the broadest reasonable interpretation standard in favor of the "ordinary and customary meaning" standard used by district courts. While these bills did not pass, it is possible that similar bills could be considered in 2017.

Peter Jackman is a Director and Lori Brandes is Of Counsel in the Biotechnology Industry Group at the Washington, DC-based intellectual property law firm Sterne, Kessler, Goldstein & Fox P.L.L.C.

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FROM SUBSTANTIVE IMPROVEMENT grounds, a potential petitioner must also give serious consideration to any issues of standing that may be raised by a patent owner. Under certain circumstances, a petitioner could well get only one "bite at the apple" in the USPTO, rendering the PTAB as the only and final word on the issue. That is particularly risky given the application of estoppel against an unsuccessful petitioner in subsequent proceedings in the PTO, Federal Courts and the ITC.

Mr. Karta is a shareholder with the law firm of Shores & Oliver, P.C. in its Washington, D.C. office. He concentrates his practice in intellectual property law.



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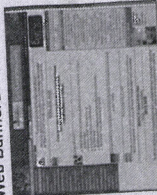
2

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Web Banners



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