



Portfolio Media, Inc. | 860 Broadway, 6th Floor | New York, NY 10003 | www.law360.com
Phone: +1 646 783 7100 | Fax: +1 646 783 7161 | customerservice@law360.com

Ex-Aruba Networks Exec Launches New IP Firm

By **Ryan Davis**

Law360, New York (November 19, 2014, 7:42 PM ET) -- The former global head of intellectual property development at Aruba Networks Inc. has left the company to start his own firm called Precision IP, which he said he created with the goal of eliminating some of the inefficiencies in the way many firms approach patent prosecution.

Varun A. Shah launched the new firm, based in Sunnyvale, California, earlier this month after two and a half years at Aruba, a networking equipment vendor.

While at Aruba, Shah said he became frustrated with the way many outside law firms handled patent prosecution and decided to come up with a way to do it more effectively.

Precision IP uses a two-chair model where a senior attorney drafts a full set of claims for the patent during an initial invention disclosure meeting with in-house counsel. Most traditional firms use a model where the outside attorney writes the claims weeks or months after the meeting and then presents in-house counsel with a fully-drafted application.

That system is extremely inefficient, Shah said, since by the time the entire application is written, making any changes to the claims effectively requires redrafting the patent. At Aruba, he overhauled the company's patent application system so that he was more involved in writing the claims from the outset.

In the traditional system, in-house counsel "typically get the application a few months later and don't remember all the details having worked on hundreds of cases since the disclosure," Shah said. "Even if in-house counsel have the time to re-learn the case and provide a corrected focus to outside counsel, trying to realign the application is very difficult and very expensive."

In the two-chair model, the in-house counsel spends an hour or two with the drafting attorneys early on to set up the entire outline of the application to make sure the claims are properly focused and aligned with the company's strategy.

"That really maximizes the value and strategic insight in-house counsel can provide," he said.

Shah said that after explaining the firm's model to people, their most frequent reaction is to ask why patent prosecution isn't always done that way, and he said he doesn't have a good answer.

"I wasn't trained this way. I discovered it working in-house," he said. "Unless you're inside, you don't realize how inefficient the traditional patent prosecution model is."

Shah said the firm also offers a billing option for patent prosecution which removes hundred of minor paralegal tasks from the bills, making the bills much easier for in-house counsel to read.

In addition to patent prosecution, Precision IP offers filing and prosecution services for trademarks and copyrights, as well as pre-litigation consulting and IP strategy. Shah is currently the only attorney at the firm, although he is working with a few patent agents and has plans to hire associates to expand.

Before joining Aruba in 2012, Shah was in private practice for six years at Hickman Palermo Truong Becker Bingham Wong LLP and Osha Liang LLP, where his clients included a host of tech giants including Apple Inc., Oracle Corp. and Netflix Inc.

Earlier this year, Shah **developed a plan** to revamp stalled patent reform legislation to overcome opposition from the pharmaceutical industry by narrowing the bill so it more clearly targets so-called patent trolls.

He has met with staff members for several members of Congress to discuss his proposal, which would rework a bill that passed the House last year so that patent owners who are inventors, as well as certain types of assignees of a patent, would be exempt from its controversial provisions, like one that would limit the amount of discovery available in patent litigation.

--Editing by Kelly Duncan.

All Content © 2003-2014, Portfolio Media, Inc.