

Luis Ortiz Ortiz & Lopez PLLC

Patent attorney Ortiz does double duty as inventor

BY NICOLE RAZ | NMBW INTERN

Luis Ortiz's passion for inventing can be seen on his license plate, which reads "Innov8." Ortiz, co-founder with Kennitt Lopez of Ortiz & Lopez PLLC, is a patent attorney and an inventor. Or, as Ortiz likes to put it, he's a dreamer. "I like working with my clients, because I'm like them," Ortiz said.

Ortiz and Lopez are co-inventors on about 15 patents. They take on between five and 10 new clients a month in addition to their existing clients, which include Honeywell and Xerox, they said. One of the duo's most recent inventions is a wireless streaming service that will allow viewers of sports games to choose camera angles from which to watch the game.

Ortiz's inspiration to invent came from Chester Carlson, a patent attorney who invented the photocopier. Ortiz learned about Carlson while working as an in-house attorney for Xerox.

Because Ortiz and Lopez double as inventors, they can provide counseling to their clients that not many other firms can give, Ortiz said.

They work with clients on litigation, developing intellectual property, filing patent and trademark applications, and drafting and negotiating license agreements.

Ortiz uses his degrees in engineering, business and law daily. He has an advantage in assisting a business client on licensing intellectual property, for example, since he is able to understand their business strategy, he said.

While the recession affects revenue, "a down economy will never stop the inventive process," Ortiz said.

Ortiz & Lopez had \$1.75 million in gross revenue in 2010. It employs eight professional and administrative staff in Albuquerque, and also provides services in Santa Fe, El Paso and Dallas.

The most unique patent the attorneys remember working on was a double-sided high chair for twins, invented by a client.

They are most proud of working with another client, young entrepreneur Alex Nugent, on a low-energy computing system that writes its own algorithms, without human input.

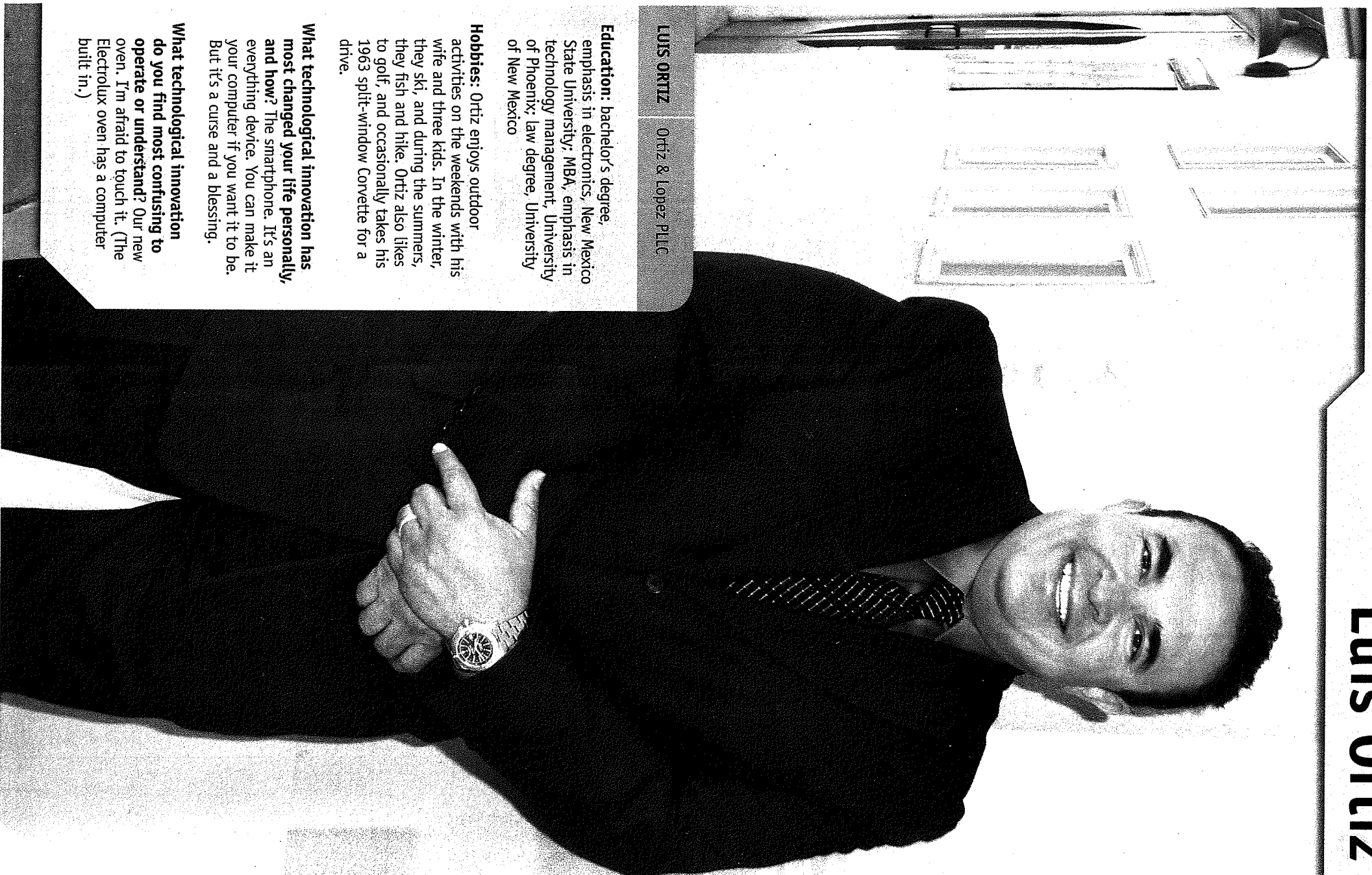
"They let me do something which I wouldn't have been able to do on my own," Nugent said. "I'm the idea guy, but I don't know patent law."

The most common mistake made by first-time inventors is "letting their idea out of the bag" and publicly sharing their idea before it is protected, Ortiz said.

He likes being part of a small firm.

"There's always this excitement about their idea. It's just like kids in a candy store when they come to talk to their patent attorney for the first time," Ortiz said.

"Why would I want to be a bean counter running a huge law firm and move away from that?"



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LUIS ORTIZ Ortiz & Lopez PLLC

Education: bachelor's degree, emphasis in electronics, New Mexico State University; MBA, emphasis in technology management, University of Phoenix; law degree, University of New Mexico

Hobbies: Ortiz enjoys outdoor activities on the weekends with his wife and three kids. In the winter, they ski, and during the summers, they fish and hike. Ortiz also likes to golf, and occasionally takes his 1963 split-window Corvette for a drive.

What technological innovation has most changed your life personally, and how? The smartphone. It's an everything device. You can make it your computer if you want it to be. But it's a curse and a blessing.

What technological innovation do you find most confusing to operate or understand? Our new oven. I'm afraid to touch it. (The Electrolux oven has a computer built in.)

IP attorney Luis Ortiz's invention portfolio includes a wireless streaming service for watching sports games from specific angles.