



Contact

Main: 415.956.1900
Direct: 415.291.4573
Fax: 415.956.1152
Email: portiz@bzbm.com
LinkedIn: Paul J. Ortiz

Education

Boston College Law School, J.D., 1995
DePaul University, B.A. (International Studies), 1992

Bar Admissions

State Bar of New Jersey

Patents

Network Equipment Authentication

Patent number: 9178859

Abstract: Presented herein are authentication systems and methodologies for equipment deployed in an operational electronic network. Information about a piece of network-connected equipment is received, wherein the information includes a plurality of attribute values characterizing the equipment, wherein the information is obtained via a query to the equipment that produces, as output, the plurality of attribute values. The attribute values are compared to stored values, and when one or more of the attribute values are determined to be outside a range of the stored values, the equipment is designated as non-authentic. Non-authentic equipment may include counterfeit and grey marketed equipment.

Type: Grant

Filed: August 2, 2013

Date of Patent: November 3, 2015

Assignee: Cisco Technology, Inc.

Practice Areas

IP & Brand Protection
Supply Chain Security
Compliance
IP Litigation

Experience

Paul Ortiz has over twenty years of experience advising corporations on IP Security, Supply Chain Security, Brand Protection, and IP Litigation. He also has deep experience in global compliance, serving as a Chief Compliance Officer for a large multi-national semiconductor lithography company and building out multiple compliance programs at several large global corporations. He works with companies to identify and manage internal and external threats to IP and Brand Protection, Supply Chain Security, as well as grey market and counterfeit issues globally. Paul Ortiz is one of the leading anti-counterfeiting, brand protection and supply chain experts in the world. Through his years of direct industry experience, from factory floor investigations to the various online platforms, Paul knows firsthand how counterfeiters and grey-market sellers operate, so he is in an incredibly unique position to advise companies on IP and Brand Protection, and Corporate Governance issues globally. His skill sets include conducting large-scale internal and external investigations, creating tools and programs to monitor and ensure compliance with applicable company and regulatory requirements as well as designing anti-counterfeiting regimes and technologies. Paul has the rare complete set of skills that companies need to protect their IP and brands, and fight counterfeiting.

Prior to starting his practice, Paul was the Chief Compliance Officer of ASML. He was responsible for managing global compliance, investigations, and risk for the world's leading semiconductor lithographic systems manufacturer, with approximately 16,000 employees worldwide and a market cap of 55 billion USD.

Before joining ASML, Paul was the CEO and Co-Founder of Vantage Point Analytics (VPA). VPA developed a SaaS-based solution that allowed brand owners as well as distributors, partners, customers, and service centers to authenticate, as well as track and trace, a product at any point in the supply chain.

Paul was also the Vice President of Brand Protection for Flextronics, one of the world's largest contract manufacturers. In his role at Flextronics, he was responsible for creating state of the art data analytic tools to manage loss prevention, secure Flextronics' global supply chain, reduce fraud, as well as conducting enterprisewide investigations. He was also responsible for managing over 5,000 IP and security professionals across 120 global locations.

Prior to joining Flextronics, Paul was Senior Director of Cisco's Compliance Systems and Investigations and Head of World Wide Brand Protection. He was responsible for leading investigations across the company, conducting business related risk assessments, and advising.

Publications

Twitter's Security Woes Included Broad Access to User Accounts

– Paul was recently quoted in the July 27, 2020 Bloomberg Technology article: “Very few companies understand how vulnerable their operations are to compromise as they expand outside of their headquarters. This risk exponentially increases if third-party contract workers are introduced into the equation.”

How Critical IP and Trade Secrets Get Stolen in China (and elsewhere)

– LinkedIn (February 11, 2020)

Combatting Compromised Electronic Hardware: Considerations for Securing Global Supply Chains

– LinkedIn (September 18, 2019)

Four Critical Steps to Avoiding Compliance Blind Spots in China

– LinkedIn (May 7, 2019)

Can Amazon, eBay and Alibaba Address the Proliferation of Counterfeit Products?

– LinkedIn (January 24, 2017)

Experience [Continued]

Before his role as Senior Director of Cisco's Compliance Systems and Investigations and leading Cisco's Brand Protection Department, Paul was the Director of Legal Services in Cisco's Commercial Litigation Department, and prior to that Paul was Head of IP Litigation at ASML.

Before private practice, Paul was a JAG prosecutor in the United States Air Force.

Paul has over twenty years of experience as an attorney and business leader, working in the U.S., Europe, and China for private corporations and governmental agencies. His experience includes prosecuting more than twenty trials for the United States, conducting corporate investigations, advising NASD (now FINRA) staff members on securities laws and regulations, drafting legislative initiatives on various EU proposals, negotiating international contracts, and drafting software licenses.

In addition to his Cisco responsibilities, Paul was appointed to the National Commission on the BP Deepwater Horizon Oil Spill, established by the President of the United States. He served as Advisor to the Chief Counsel and was responsible for conducting the investigation into the cause of the BP Deepwater Horizon Oil Spill.

Representative Cases

Ultratech Stepper v. ASML. Paul led the trial team for ASML, one of the world's leading suppliers of semiconductor manufacturing equipment, in this patent infringement case. While both of ASML's competitors (who were initially co-defendants in this action) entered into substantial settlements with the plaintiff, ASML elected to litigate. After a four-week trial—and with less than one day of deliberation—the jury found the plaintiff's patent invalid on multiple grounds. The Federal Circuit affirmed the jury's verdict in its entirety. The Daily Journal recognized this victory as one of the top 10 defense verdicts of 2005.

Aviza Technology v. ASML. Paul led the legal team for ASML in this arbitration in which the claimant accused ASML of fraud and negligence. After a one-week hearing, the arbitrator found in favor of ASML on all causes of action and determined that ASML was entitled to recover its litigation expenses, including attorneys' fees.

Multiven v. Cisco Systems, Inc. Paul managed a team defending antitrust claims and filed counterclaims under the Computer Fraud and Abuse Act (CFAA) for Cisco Systems, a global network equipment manufacturer. His team obtained summary judgment in Cisco's favor, holding that the plaintiff had violated the CFAA as a matter of law. The antitrust action was subsequently dismissed by the plaintiff with prejudice. (*Multiven v. Cisco Systems, Inc.*, 725 F. Supp. 2d 887 (N.D. Cal 2010).)

Nikon vs. ASML. Paul managed the litigation and trial team for ASML, the world's leading supplier of semiconductor manufacturing equipment, in a multiyear case against Nikon. He coordinated a portfolio of patent litigation matters in the Netherlands, the U.S., Japan, and Korea as well as a contemporaneous ITC action. The case settled and Paul led the team which negotiated an extensive multi-year cross license that allowed ASML to continue to operate.