



Hayley J. Talbert

PARTNER

EDUCATION

Willamette University
College of Law
J.D. 2008

University of Florida
Electrical Engineering
B.S. 2004

INDUSTRY GROUPS

Consumer Products & Services
Electrical Engineering
Electronics & Semiconductors
Nanotechnology
Telecommunications

SERVICES

Patent
Trademark
Copyright

BAR ADMISSIONS

Washington
United States Patent
and Trademark Office

BACKGROUND

Hayley devotes her time to strategic intellectual property (IP) counseling for her clients with a focus on efficient and effective patent prosecution, licensing, and validity and infringement studies. With a background in electrical engineering and thirteen years of experience working in IP with a wide range of technologies, including the electrical, software, and mechanical arts, Hayley can confidently assist any company, both domestically and internationally, with their IP and patent strategy.

EXPERIENCE

Hayley takes a hands-on and personal approach to her client's needs and makes time to truly understand their business, goals, and vision. She then works with her team to build a cohesive approach, enabling her to provide practical and specific legal insights designed to ensure her client's patent strategy is fully in sync with their business objectives. Whether a small technology incubator or a Fortune 100 company, Hayley can help plan an international strategy that protects products, provides licensing opportunities, and builds strategic patent portfolios.

She believes in the importance of the right team, internally and externally, to handle the evolving needs of her client portfolios. Hayley's significant team-building experience has fueled efficiency and effectiveness, providing great value to her clients. Her teams are customized to fully support each client's specific needs based on demand and technological areas and have also supported clients in expanded technologies beyond the electrical and mechanical arts.

Hayley's team of diverse attorneys, agents, and staff prepare and prosecute a broad array of applications which include, for example; MEMS sensors, cloud-based data processing for MEMS and other sensor data, memory structures, flexible displays, thin film flexible amorphous metal transistors, machine learning in processor architecture, artificial intelligence (AI) for sensor data and memory utilization, fuel-cell systems, hemp-based plastics, and weatherproof paper products.

She is also exceptionally proficient in Anaqua and client database management, and values the contribution her teams make to her clients' internal efficiencies by effectively integrating Seed IP into their Anaqua or database flow. Hayley routinely works with her clients to improve flow and the exchange of information to and from Anaqua to streamline the exchange between Seed IP and in-house teams.

Hayley particularly enjoys helping clients develop portfolio-wide strategies that incorporate advancing technology to achieve efficiencies and improve quality. She has worked with clients to create prior art searching strategies to improve patent drafting in light of known prior

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and to reduce patent prosecution costs. She has helped clients create notice of allowance review programs to identify options for continuation and divisional application strategies. Many of these programs have incorporated internal, third party or legal service organizations that utilize AI or other emerging technologies to cost-effectively add to portfolio quality and management.

SPEAKING ENGAGEMENTS / PRESENTATIONS

- Conference – SERENDIPITY Virtual Summit, September 14-18, 2020 (Seattle) | “Ask Me Anything with Patent Attorney Hayley Talbert” | Hayley hosted a conversation about how and when to pursue intellectual property with members of The Guild, a leading global community of female entrepreneurs and leaders.
- Webinar (Marcus Evans Online Events) – August 2020 | “Supporting Team Mental Health and Well-Being during the New Normal and Post COVID-19” | Hayley participated in a discussion regarding the workplace in the future.
- Conference – “The Women, Diversity & Change Summit,” November 14, 2019 (Seattle) | Hayley co-hosted “Self-Advocacy and Promotion” roundtable.
- IP Industry Conference – AIPLA 2019 Spring Meeting, May 15-17, 2019 (Philadelphia) | Hayley presented “Strategically Drafting Specifications with Everything in Mind” as part of Concurrent Track 1 (Patent Prosecution): “Adventures in Patent Drafting: Making Your Crystal Ball Work For You.”

AFFILIATIONS

Hayley is the chair of the Technology Committee at Seed IP, effectively navigating the interplay between attorney and agent workflow with the ever-changing technology options available to law firms. She is also co-chair of Seed IP’s Electrical Engineering and Computer Science group, where she regularly meets with her team members to evaluate scope of work, areas for expanded experience, and career growth. Hayley is active in Seed IP’s Diversity, Equity, and Inclusion committee, currently focusing on Opportunity and Recruitment. She regularly speaks with students (from middle school through college) about how IP integrates with their lives and about how job opportunities in a variety of science and technology fields are available to them.

Hayley is admitted to the Washington State Bar and is registered to practice before the U.S. Patent and Trademark Office.

Hayley is a member of the American Intellectual Property Law Association(AIPLA). She is an active participant in the Patent Law Committee, serving as the chair of the sub-committee directed to Information Disclosure Statements. Hayley is also on the Law Associations Committee.