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Joshua Louis Cohen is a Shareholder of RatnerPrestia, a firm specializing in intellectual property law. Mr. Cohen concentrates his practice on the protection of product and packaging designs under the patent, trademark and copyright laws. In that capacity, he develops and implements strategies for protecting innovations ranging from consumer products to advanced medical devices. Mr. Cohen Chairs the Mechanical, Biomedical, and Industrial Design Section of RatnerPrestia's Patent Procurement Group.

Mr. Cohen has been in the private practice of intellectual property law since 1992, drawing from his engineering and legal background to help emerging companies and multi-national corporations achieve their business objectives. Mr. Cohen teams with his clients to develop strategies that protect critical intellectual property assets while identifying and reducing business risks.

In addition to his publications about strategies for protecting consumer products and design innovations, Mr. Cohen has presented this topic to the Design Management Institute (DMI), the Industrial Designers Society of America (IDSA), the Product Development and Management Association (PDMA), the American Intellectual Property Law Association (AIPLA), the Licensing Executives Society (LES), and other organizations. He has also made presentations on this and related IP topics to corporate R&D Managers and University engineering and design faculties.

Mr. Cohen received his Mechanical Engineering degree from Lehigh University and his Law Degree from Widener University School of Law, where he was Editor-in-Chief of Widener's Law Review. Before entering the field of law, Mr. Cohen designed and engineered products for the semiconductor, aerospace, nuclear power, and fossil fuel industries. Mr. Cohen is currently President of the Greater Philadelphia Chapter of PDMA and is a Past President of The Benjamin Franklin American Inn of Court, an organization chartered to advance excellence, ethics and professionalism in the field of intellectual property law.

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Selected Publications

"Managing Design For Market Advantage: Protecting Both Form And Function Of Innovative Designs"

Design Management Journal of the Design Management Institute (DMI)

"Law Meets Design: Transforming Valuable Designs into Powerful Assets"

Design Management Review of the Design Management Institute (DMI)

"IP Meets NPD: Best Practices for Integrating IP Review into New Product Development Processes"

Visions Magazine of the Product Development and Management Association

"The Nuts, Bolts, and Other Fixators of Patenting: Advancing Medicine while Promoting Profit"

The University of Pennsylvania Orthopaedic Journal 17: 107-113, 2004.

"Risk Management in New Product Development"

Philadelphia Business Journal

"Coordinating Enhanced IP For Consumer Products"

The Legal Intelligencer

Selected Lectures

"Design Ownership — Where Law Meets Design to Feed the Bottom Line"

The 31st International Design Management Conference, Manchester, Vermont

"Getting The Most Out Of Design Innovations: A Case Study Approach To Educating Designers About Intellectual Property Protection"

National Education Conference of the Industrial Designers Society of America (IDSA), Pasadena, California

"Integrated New Product Development: What's Law Got To Do With It?"

"The role of legal counsel in new product development"

National Education Conference of the Industrial Designers Society of America (IDSA), Alexandria, Virginia

"Design Protection: Intervening to Secure a Competitive Advantage"

Northeast District Design Conference of the Industrial Designers Society of America (IDSA), Bridgeport, Connecticut

"IP Protection: Implications for Life Cycle Management"

Product Development and Management Association (PDMA), Philadelphia, Pennsylvania

"Integrating Intellectual Property Review into Product Development Processes: Seizing IP Opportunities and Managing IP Risks"

Product Development and Management Association (PDMA), Philadelphia, Pennsylvania