

David Orozco, J.D.
Assistant Professor of Legal Studies & MBA Program Director
The College of Business
Florida State University
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Education

Northwestern University School of Law <i>Juris Doctor</i>	Chicago, IL May 2004
New York University, Stern School of Business <i>Bachelor of Science in Economics</i>	New York, NY September 1999

Academic Appointments

Florida State University – The College of Business Department of Risk Management/Insurance, Real Estate and Legal Studies <i>Associate Professor of Legal Studies</i> <i>Assistant Professor of Legal Studies</i> <i>MBA Program Director</i>	Tallahassee, FL Effective August 2014 August 2010 – Present August 2013 – Present
<ul style="list-style-type: none">Coordinate all aspects of the full-time, part-time and online MBA programs	
School of Business and Economics Michigan Technological University <i>Tenure-Track Assistant Professor of Business Law</i>	Houghton, MI August 2007 – August 2010
Kellogg School of Management Northwestern University Center for Research in Technology & Innovation (CRTI) <i>Research Fellow</i> <i>Research Assistant</i>	Evanston, IL August 2004 – August 2007 May 2004 – August 2004

Visiting Positions

Kellogg School of Management Northwestern University Center for Research in Technology & Innovation <i>Visiting Summer Research Fellow</i>	Evanston, IL June 2009 – August 2009 May 2008 – August 2008
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Research

Publications:

- Bird, R. and Orozco D., “Finding the Right Corporate Legal Strategy” *MIT Sloan Management Review* (forthcoming Summer 2014)
- Orozco D., “The Knowledge Police” 43 *Hofstra Law Review* (forthcoming Winter 2014)
- Orozco, D., & Poonamallee, L., “The Role of Ethics in the Commercialization of Indigenous Knowledge”, *Journal of Business Ethics* (2013).
- Orozco, D., “Amending the Economic Espionage Act to Require the Disclosure of National Security-Related Technology Thefts”, 62 *Catholic University Law Review* (2013); Lead article).
- Orozco, D., “Administrative Patent Levers in the Software, Biotechnology and Clean Technology Industries”, 9 *Journal of Law, Economics and Policy* (2013).
- Orozco, D., “Administrative Patent Levers”, 117 *Penn State Law Review* (2012; Lead article).
- Bishara, N.D. & Orozco, D., “Using the Resource-Based Theory to Assess Covenant not to Compete Legitimacy”, 87 *Indiana Law Journal* (2012).
 - Reprinted in Karen B. Tripp (ed.) *INTELLECTUAL PROPERTY LAW REVIEW* (forthcoming 2013) (an annual anthology of the best intellectual property law review articles)
- Orozco, D., & Conley, J.G., “Friends of the Court: Using Amicus Briefs to Identify Corporate Advocacy Positions in Supreme Court Patent Litigation”, 2011 *The University of Illinois Journal of Law, Technology & Policy*, No.1 (2011).
- Orozco, D., “Legal Knowledge as an Intellectual Property Management Resource”, 47 *The American Business Law Journal*, No. 4 (Winter 2010).
- Orozco, D., "Rational Design Rights Ignorance", 46 *The American Business Law Journal*, No. 4 (Winter 2009).
- Mishra, S., Krasnikov, A., & Orozco, D., "Evaluating The Financial Impact of Branding Using Trademarks: A Framework and Empirical Evidence", 73 (6) *The Journal of Marketing* (2009).
- Orozco, D., “Will India and China Profit from Technological Innovation?”, 5 *Northwestern Journal of Technology and Intellectual Property*, No. 3 (2007).

Proceedings:

- Orozco, D., “Administrative Patent Levers”, Proceedings of the Annual Academy of Legal Studies in Business Annual Conference (2011).
- Orozco, D., “Evaluating the Evidence used to Prove Secondary Meaning in Trademark Law”, Proceedings of the American Marketing Association’s Summer Educator’s Conference (2010).
- Orozco, D., “Legal Knowledge as a Managerial Resource”, Proceedings of the Midwest Academy of Legal Studies in Business (MALSBS) Annual Conference (2009).

Working Papers:

- Orozco D., “Evaluating the Evidence used to Prove Secondary Meaning in Trademark Applications”
- Orozco D. & McCullough, K., “The Impact of Trademark Ownership and Management among Firms in the Insurance Sector”
- Orozco, D. & Bird, R.C., “Attorneys' and Managers' Mental Schemas and their Impact on Legal Strategy”

Book Chapters:

- Orozco, D., McGarry K., Pierre-Louis, N., “The Human Rights-Related Aspects of Indigenous Knowledge in the Context of U.S. Equitable Contract Doctrine” in Robert Bird, Dan Cahoy and Jamie Prenkert (eds.) *Bridging the Gap between Business and Human Rights*: Edward Elgar (forthcoming 2014)
- Orozco, D., “Administrative Patent Levers in the Software, Biotechnology and Clean Technology Industries” in Lynda Oswald and Dan Cahoy (eds.) *The Changing Face of American Patent Law and its Impact on Business Strategy*: Edward Elgar (2013)
- Orozco, D., & Wilcoff, N., “Strategic Intellectual Property Management”, in *From Inspiration to Innovation*, World Intellectual Property Organization (WIPO), Forthcoming 2013.
- Flignor, P., & Orozco, D., “Intellectual Property Valuation—A Multidisciplinary Perspective”, World Intellectual Property Organization, reprinted in Pankaj, Madani (ed.), *Intangible Assets: Measurement and Accounting Practices*: Icfai Press, 2008.

Trade Press:

- Orozco., D., & Conley, J.G., "Shape of Things to Come", *The Wall Street Journal – Business Insight* (in collaboration with the *MIT Sloan Management Review*), May 12, 2008.

- Orozco, D., & Conley, J.G., “The Longer Walk After eBay vs. MercExchange”, *Les Nouvelles – Journal of the Licensing Executives Society* (2007).

Teaching Materials:

- Conley, J.G., & Orozco, D., “Innovation & Invention – A Patent Guide for Inventors and Managers”, Harvard Business School Case, KEL 104 (2007).
- Conley, J.G., & Orozco, D., “Intellectual Property – The Ground Rules”, Harvard Business School Case, KEL 140 (2005).

Research Interests

- The legal and ethical aspects of managerial decisions
- Trademarks and design rights
- Patents and innovation policy
- Compliance and risk management

Teaching

- BUL 3310 - HONORS, The Legal and Ethical Environment of Business for Managers
- BUL 3310, The Legal and Ethical Environment of Business for Managers
- BUL 5810, Managers and the Legal Environment

Teaching Interests

- All general areas related to business law and ethics
- Intellectual property, including trademarks, patents, designs, copyrights and trade secrets

Awards and Grants

- Florida State University’s Guardian of the Flame Award, 2014
- Leonardo da Vinci Research Fellowship Grant awarded by George Mason University School of Law’s Center for the Protection of Intellectual Property (CPIP), 2013
- Finalist for the 2011 Holmes-Cardozo legal studies research award.

- Awarded a First Year Assistant Professor summer research grant of \$17,000 by Florida State University (2011).
- Selected to present research at the first annual *American Business Law Journal* Invited Scholars Colloquium (2010).
- Co-Principal Investigator, "Ethics Education 2.0", National Science Foundation grant NSF 08-530 for Intellectual Property Ethics Education in Science and Engineering (EERE), \$321,821 fully awarded May 27, 2009.
- Inducted into Michigan Technological University's Academy of Teaching Excellence (2008).
- Invited to the 12th Annual Huber Hurst Research in Business Law and Legal Studies Seminar at The University of Florida Warrington College of Business (2008).
- Awarded Research Grant No. 4-1468 of \$5,000 to complete the study: Evaluating The Financial Impact of Branding, by the Marketing Science Institute (MSI) and Emory Brand Institute (2008).

Presentations and Panels

Research Presentations:

- "The Human Rights-Related Aspects of Indigenous Knowledge in the Context of U.S. Equitable Contract Doctrine", Bridging the Gap between Business and Human Rights Conference, University of Connecticut, May 2013
- "Amending the Economic Espionage Act to Require the Disclosure of National Security-Related Technology Thefts", Academy of Legal Studies in Business Annual Conference, Kansas City 2013.
- "Administrative Patent Levers", International Society for New Institutional Economics Conference, Los Angeles 2012.
- "Administrative Patent Levers in the Software, Biotechnology and Clean Technology Industries", The Changing Face of American Patent Law and its Impact Business Strategy, Ross School of Business Colloquium, Ann Arbor 2012.
- "The Impact of Trademark Ownership and Management among Firms in the Insurance Sector", 45th Annual Southern Risk & Insurance Association Meeting, New Orleans 2011.
- "Administrative Patent Levers", Academy of Legal Studies in Business Annual Conference, New Orleans 2011.
- "Evaluating the Evidence used to Prove Secondary Meaning in Trademark Law",

Southeastern Academy of Legal Studies in Business (SEALSB), Charleston, 2010;
American Marketing Association, Boston 2010.

- “Is Indigenous Knowledge Property?”, The Academy of Management Annual Summer Conference, Montreal, 2010.
- “Using the Resource-Based View to Assess the Legitimacy of Covenants not to Compete”, Academy of Legal Studies in Business Annual Conference, Richmond 2010.
- “Legal Knowledge as a Managerial Resource”, Midwest Academy of Legal Studies in Business, Chicago 2010.
- "Patent Regulation Stakeholders", IP Scholars Conference, Benjamin N. Cardozo School of Law, Yeshiva University, New York 2009.
- Munich Intellectual Property Law Center, Distinguished Lecture Series, 2009.
- “Measuring and Understanding the Strategic Impact of Brand and Customer Equity,” American Marketing Association Winter Educators’ Conference, Tampa, FL, 2009 (special session)
- “Evaluating the Financial Impact of Branding Using Trademarks: A Framework and Empirical Evidence,” Marketing Strategy Meets Wall Street Conference, MSI and Emory University, Atlanta 2009
- "Innovation Policy and Friends of the Court: Intellectual Property Advocacy before the U.S. Supreme Court", Research Symposium on Property Rights and Innovation, Searle Center on Law, Regulation and Economic Growth, Northwestern University School of Law, Chicago, November 2008.
- "Rational Firm Behavior and Sub-Optimal Design Rights", Annual Conference of the Academy of Legal Studies in Business, 2008.
- "Apple's Trademark Management", The Whitman School of Management faculty workshop, Syracuse University 2008.
- "Intangible Assets and Public Disclosures: A Study of Information Available to Investors", Annual Conference of the Academy of Legal Studies in Business , Indianapolis 2007.

Panels:

- Panelist, FSU Office of Research “Stacking Layers” 3D Printing Symposium, February 25, 2014
- Invited discussant to the Fourteenth Huber Hurst Research Seminar in Legal Studies, Business Law and Ethics, February 3-4, 2012 at the University of Florida, Gainesville, FL

- “Law and Strategy” panel at the Academy of Legal Studies in Business Annual Conference, New Orleans, 2011
- Invited discussant at the Searle Civil Justice Institute’s Public Policy Roundtable on “Litigation vs. Regulation: A Model of Economic Efficiency or Economic Headwind?” Washington D.C., November 18-19, 2010.
- “The Business Aspects of Academic Publishing”, Presentation for Open Access Week at Florida State University Libraries, October, 2010/ 2011.
- "Intellectual Property for Entrepreneurs", Q&A Session, SmartZone Business Incubator, Houghton, MI, March 24, 2009.
- "The Shape of Things to Come; Non-Traditional Trademarks, from the iPod to the Chippendale’s Dancers", The Van Evera Distinguished Lecture Series on Intellectual Property Controversies, Michigan Technological University, January 23–24, 2009.
- International Conference on Intellectual Property Management Education and Research, World Intellectual Property Organization (WIPO, United Nations) Worldwide Academy, Geneva Switzerland, July 2008.
- “Technological Drivers of BRIC Economies: Public vs. Private Sector Control”, invited presentation, Second Annual Symposium of the *Northwestern Journal of Intellectual Property*, April 2007.
- “Using Patents to Teach Engineers Innovation & Invention ”, Engineering Enterprise through Intellectual Property Rights Conference, sponsored by Bournemouth University Law School, London, U.K., May 2007.
- “Intellectual Property Workshop”, inNUvation entrepreneurship club, invited presentation, Kellogg School of Management, Northwestern University, April 2007.
- “Intellectual Property & the Business Model”, inNUvation entrepreneurship club, invited presentation, McCormick School of Engineering and Applied Sciences, Northwestern University, June 2006.

Media Appearances

- Podcast interview with *The Wall Street Journal*, to discuss how to compete against non-traditional trademarks, May 12, 2008.
- Television interview with WLUC-TV6 (NBC), Marquette, MI, to discuss non-traditional trademark research, May 12, 2008.
- Interviewed for cover story in *The Daily Mining Gazette*, Houghton, MI, to discuss trademark research, May 13, 2008.

- Radio interview on the Canadian Broadcasting Corporation news show *As it Happens*, to discuss non-traditional trademarks, May 14, 2008.

Academic Service

- Conference Organizer, Southeastern Academy of Legal Studies in Business (SEALSB) November 2013, Tampa, FL
- Staff Editor, *American Business Law Journal*, August 2011 – present
- Conference Organizer, “Florida-Georgia Legal Studies Conference, November 2011, Tallahassee, FL.
- President, Southeastern Academy of Legal Studies in Business (SEALSB) Regional Association
- Guest Lecturer on Law and Strategy, The University of Miami, February 2013
- Committee Member, The College of Business, Florida State University, AACSB Assessment Committee, September 2010 – present.
- Guest Lecturer on Trademark Law, MBA Intellectual Property Course at the Ross School of Business, The University of Michigan, November 12, 2009, and December 3, 2010.
- Chair, Marketing and Sports Law Section of the Academy of Legal Studies in Business, 2009 – 2010.
- Chair, Technology Section of the Academy of Legal Studies in Business, 2009 – 2010.
- Ad Hoc Reviewer, *American Business Law Journal* (highly ranked peer-reviewed business law journal), August 2008 – August 2011.
- Reviewer, The Academy of Management Annual Conference paper submissions, 2008 – 2010.

Affiliations

- Academy of Legal Studies in Business (ALSB)
- Southeastern Academy of Legal Studies in Business (SEALSB)
- Marketing Science Institute (MSI), qualified academic member by invitation
- Latin American and Caribbean Law and Economics Association (ALACDE) by invitation

Other Information

- U.S. Citizen
- Fluent in Spanish
- Intermediate level tennis player