



communiqué

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2018 Board of Directors

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- Jeff Root
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- Heather Chartrand
- Steve Davis
- Gary Gayton
- Brett Greene
- Brooke Hamilton
- Tanya McClafferty
- Jim Mellgren
- Jeff Root
- Bobby Welter
- Ralph West

Member Feedback

The GPI office would like your comments and suggestions to make GPI better than ever. If you have a meeting presentation topic, a suggestion for the website, potential member information, or anything that would benefit GPI, please e-mail Association headquarters at gpistaff@thomasamc.com.

2018 ANNUAL MEETING IS RIGHT AROUND THE CORNER



With 2017 in the rearview mirror, GPI moves into 2018 ready to make it a great year for the organization. We will be building on last year's success, with informative meetings, expanding membership, and a strong financial position as the driving factors. GPI continues to bring together decision makers, owners and other key figures within the engineered graphics industry. Members consistently note that the networking and relationships made in GPI are priceless. We continue to schedule educational seminars that you can't find anywhere else.

Feedback from the membership is important to our success. In December 2017, a survey was distributed to all GPI members, asking for feedback on meeting programs and locations. We received

valuable information from the members that we will share with the General Membership during the 2018 Annual Meeting.

The Program Planning Committee is hard at work on the 2018 Annual Meeting, which will be held at the Eau Palm Beach Resort and Spa in Palm Beach, Florida, April 11-13. Three presenters have been confirmed:

- Greg Smith, President of Chart Your Course International - Employee Engagement Strategies that Boost Performance
- Karin Hurt, Let's Grow Leaders - Winning Well: Lead Your Team to the Top Without Losing Your Soul
- Dave Nelsen, President of Dialog Consulting Group - Mobile Technology for Productivity and Collaboration (42 apps you can't live without)

The welcome reception is scheduled for Wednesday, April 11, and golf as been scheduled for the afternoon of Thursday, April 12, at Bear Lakes Country Club. Registration for the 2018 Annual Meeting opens in January. Please plan on joining us for an incredible meeting.

GPI Future Meeting Locations

2018 Annual Meeting	April 11-13, 2018 Eau Palm Beach Resort & Spa Palm Beach, Florida
2018 Semi Annual Meeting	September 30 - October 2, 2018 The Omni Hotel Chicago, Illinois
2019 Annual Meeting	April 3-5, 2019 Ojai Valley Inn Ojai, California
2019 Semi Annual Meeting & Business Expo	September 2019 Minneapolis, Minnesota

GPI WELCOMES ITS NEWEST MEMBERS:

Thieme Corporation
SAATI
Marabu
Gemini

PRESIDENT'S MESSAGE



Jim Mellgren

The 2017 Semi Annual Meeting at Hyatt Place in downtown Nashville, Tenn., was a huge success! Jeff Root and the Program Planning Committee put together a strong lineup of speakers for the event. Patrick Schwerdtfeger of Trend Mastery spoke on embracing disruptive innovation while William Strauss from the Federal Reserve Bank of Chicago gave an economic update. Nathan Breen of Howe and Hutton gave a legal update on intellectual property. GPI welcomed a new format of presentations given by GPI members called “GPI Talks.” Sam Wainer spoke on lead generation, Steve Doerfler and Kyle Bermel spoke on innovation and entrepreneurship, and Doug Gray spoke on printed electronics. Thank you, GPI Talks speakers, for sharing your business insights.

Also presenting at the meeting were Chris Snider of Snider Premier Growth, who presented on Relentless Execution. Marci Kinter of SGIA provided information on the regulatory and policy issues under the current administration and Ray Weiss spoke on all things digital. Jeff Root, Brent Jorgenson and Michael Hess closed out the meeting with an interactive lean presentation on improving business processes that involved the entire audience.

GPI welcomed five prospective members to the meeting: Deb Warner of Graphic Label Solutions, Bob Keller of Marabu North America, Karl Aschacher and Michael Anderle both from Proell, Tom Gray of SKC, and Joe Klint of Theime Corporation. It was a pleasure meeting the new members. Thank you to the membership committee for an excellent job promoting GPI.

The Semi Annual Meeting final dinner was held at the Famous Saloon and included a country band and a line-dancing instructor. I discovered that I am a going to need much more than 15 minutes of dance lessons to be able to do the Boot Scootin’ Boogie.

Thank you Jenn Boyle and Craig Addington at Thomas Associates for organizing the event and making sure that everything proceeded smoothly. Thank you to the board members and everyone else whose efforts lead to the success of this meeting. I look forward to seeing everyone at the Annual meeting April 11-13 at the Eau Palm Beach Resort in Palm Beach, Florida!

GPI NEW/NOTES

Lifetime Achievement Award

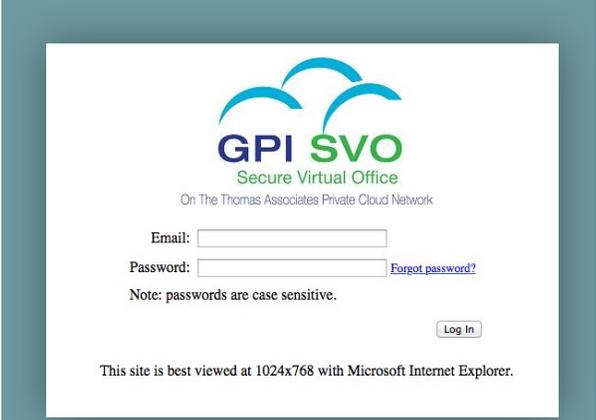
As you know, each year the GPI Past Presidents are asked to submit nominees to receive the GPI Lifetime Achievement Award. During the 2017 Semi Annual Meeting, the Board of Directors approved changing the name of the award to the Bob Boileau GPI Lifetime Achievement Award, due to Bob's participation in and support of GPI.



LIFETIME
ACHIEVEMENT
AWARD

Highlights from the Board of Directors:

- There are currently 88 GPI members, 55 Corporate and 33 Associate.
- Four new members have been approved since the 2017 Annual meeting.
- The 2018 budget has been approved; GPI continues to maintain a strong financial position.
- Attendance at the 2017 Semi Annual Meeting was strong, with 73 current members and 5 prospective members in attendance.
- GPI will continue with the financial performance survey in 2018; all Associate members will continue to receive a summary of the results.



The screenshot shows the login interface for the GPI Secure Virtual Office (SVO). At the top is the GPI SVO logo, which consists of three blue curved lines above the text 'GPI SVO' in green, with 'Secure Virtual Office' in smaller green text below it. Underneath the logo is the text 'On The Thomas Associates Private Cloud Network'. The login form includes an 'Email:' field with a text input box, a 'Password:' field with a text input box and a 'Forgot password?' link to its right, and a 'Note: passwords are case sensitive.' below the password field. A 'Log In' button is located at the bottom right of the form. At the very bottom of the page, a note states: 'This site is best viewed at 1024x768 with Microsoft Internet Explorer.'

GPI Secure Virtual Office

Just a reminder that if you need a file, bulletin, membership information, meeting information or contact information for a specific GPI member, please use the GPI Secure Virtual Office (SVO). You can access the SVO by using <https://secure.taisvo.com/gpi>. Every GPI member has a unique login. Please contact the GPI office if you need this information.



LEGAL NEWS AND COMMENTARY

By Naomi R. Angel, Esq., GPI Legal Counsel

DOES YOUR NEW HIRE POSSESS TRADE SECRETS?

The Supreme Court of the United States has unanimously ruled that a trademark cannot be denied registration because some people might consider it offensive. The decision came in a suit filed by bandleader Simon Tam, who wanted to register “The Slants” as the name for his group, made of all Asian-Americans.

The Patent and Trademark Office denied registration after determining that some people of Asian descent would likely find “The Slants” to be derogatory. However, the Supreme Court ruled that refusing registrations for “offensiveness” violates the Free Speech Clause of the First Amendment.

Many cases pending in lower courts will now be resolved in favor of trademark owners because of the ruling in this case. One involves the Washington Redskins football team, which apparently will not have to look for a new name because some Native Americans find “Redskins” offensive.

COMPANIES CAN'T USE PATENT LAWS TO PREVENT RESELLING

The U.S. Supreme Court has ruled that once a patent holder sells its product, it cannot use patent law to control how the buyer uses the product, domestically or overseas. The dispute involved Lexmark, a manufacturer of printers and inkjet cartridges, and an independent company that was refilling, refurbishing, and reselling Lexmark's cartridges in violation of a contractual restriction on reselling.

Lexmark sued for patent infringement. By holding that patent rights cannot extend beyond the first sale, the court has sharply limited a company's ability to stop its products from being resold at a discount. The decision also prevents manufacturers from forcing consumers to buy supplies from only the original source.

Companies can still enter into contracts to control how their patented products are used. But if the buyer breaches that contract, the seller can only sue for breaking the contract, not for patent infringement. This decision is a victory for “remanufacturers” as well as consumers. Purchasers and all subsequent owners are free to use or resell a product just like any other item of personal property, without fear of an infringement lawsuit.

COURT LIMITS PATENT LIABILITY FOR COMPONENT PRODUCERS

You patented your product consisting of multiple components. You licensed rights to produce one component in the U.S. for shipping to another country where it would be assembled, along with four other components, into a finished item. But the licensee began selling the finished product outside the licensed field of use.

You sued for patent infringement because the U.S. Patent Act prohibits supplying “all or a substantial portion” of the components of a patented product for assembly into the finished product overseas - unless the patent holder consents in accordance with the license's provisions. You expect to prevail because the one component shipped overseas by your licensee was an important one and should be considered a “substantial portion” of the whole.

However, the U.S. Supreme Court recently ruled that a single component of a multi-component invention can never constitute “all or a substantial portion” of such an invention's components, no matter how important that one component is.

The justices reasoned that the language was consistent in referring to plural “components,” as multiple components would be required to constitute a “substantial portion” of the whole.

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