



At left: Lawrence Sung;

at right: Steven Schwinn

# Building on Our Strengths

BETTY LYNNE LEARY

Four historically strong areas in the School of Law were enhanced this semester with the hiring of three new faculty members—**Lawrence Sung** in intellectual property, **Steven Schwinn** in the Writing Center and **Tom Perez** in the Clinical Program (see story on page 23)—and Assistant Dean for Academic Technology **Mary Cornaby**. These programs form a critical building block in the law school's curriculum and serve as a fundamental part of a student's education. Intellectual property is one of the fastest-growing legal fields today and affects virtually every other area of the law. Students master the art of oral and written communication within the Writing Center while the latest academic technology offers students, faculty and staff a myriad of cutting-edge ways to learn and teach the law. The appointments of these new professionals was, according to Dean Karen H. Rothenberg, both strategic and serendipitous.

## HOT PROPERTY

As the son of a biochemist and an immunologist, Lawrence Sung knew exactly what life held for a research scientist. During the final year of his own doctorate program in microbiology at the U.S. Department of Defense, Uniformed Services University, Sung began searching for a new way to apply his knowledge and skills. A fortuitous decision to take the LSAT led him to become one of the rising stars in the field of intellectual property—a career that perfectly melds his impressive scientific background with the law. But for those who think intellectual property pertains only to science, Sung quickly discredits that myth.

"It's not an esoteric aspect of the law," he says. "One look at *The Wall Street Journal* and it's hard to miss the impact that intellectual property has across the board, from science and engineering to entertainment and the Internet. They are all part and parcel of the intellectual property sphere." As a newly appointed assistant professor, Sung wants his students to understand the policy aspects of how things get done and why.

"IP is a hot area right now," Sung explains, "and it affects so many areas of the law—bankruptcy, corporation ownership, insurance and basic contracts to name only a few. All of these related areas of general practice rub up against intellectual property."

Sung, a graduate of The American University Washington College of Law and a former judicial clerk to Judge Raymond C. Clevenger III, U.S. Court of Appeals for the Federal Circuit, will teach an intellectual property survey class which covers patents, trademarks, copyrights and trade secrets—the "big four" in intellectual property. Also on his schedule is Licensing & Technology Transfer Policy, a course designed

to teach students how new things reach the marketplace.

"We'll discuss everything from the 'eureka' moment to regulatory issues, and ownership issues to putting a product on the shelf," he describes. Next spring, Sung will offer a patent class and a biotechnology law class.

Sung notes a marked increase in interest in intellectual property at law schools across the country. As recently as five years ago, however, very few professors were actually trained in patents, Sung says, adding that most probably started in the copyright and trademark areas.

"The last two to three years have seen a huge surge in patent-trained professors," he attests. "Many are former court clerks who are now driving the intellectual property programs at law schools."

A registered patent attorney himself, Sung specialized in biotechnology patent litigation as an associate with Foley & Lardner, and then as of counsel to Arter & Hadden, LLP, and McKenna & Cuneo, LLP.

"We are extremely excited to have Lawrence Sung on board," says Rothenberg. "He has practical and analytical experience through his scientific work plus clerking and teaching experience. He will help take the law school beyond law and health care, beyond environmental law, and into the burgeoning biotech field."

Maryland's proximity to the National Institutes of Health (NIH) and the I-270 corridor provides students with unparalleled opportunities in a variety of tech transfer offices. Sung encourages his students to take full advantage of the positive relationships the law school has with the NIH and the companies within the biotech corridor of Montgomery County (Md.).

"That type of clinical application is extremely valuable," he stresses, "and brings the relationships of our School and our neighbors closer together." Studying law in a time when intellectual property issues are likely to galvanize, law students will emerge as winners in this legal and academic partnership.

"Without discredit to other institutions, Maryland is poised very well in the region's biotech industry," Sung says. "I hope my presence contributes to that."

### COMMUNICATION CENTRAL

A major component of the law school's reformed curriculum, especially for first-year students, is the expansion of legal analysis writing and research, dubbed LAWR I, II and III. As a newly appointed assistant professor and associate director of legal writing, Steven Schwinn plans to bring the analysis and writing expertise of students to higher levels.

"We aim to teach our students the most important lawyering skills," Schwinn explains. "Communicating is central to what lawyers do whether it's written, oral or electronic." He describes Maryland's new curriculum as cutting-edge, adding, "It better integrates the writing analysis component into the whole law school experience. And we're very excited about that."

Schwinn is a 1995 graduate of The American University Washington College of Law and most recently served as the associate director of the legal research and writing program at George Washington University Law School.

Susan Hankin, director of the School's writing center, works closely with Schwinn to help students hone their writing and researching skills. The center opened in 1997 and is staffed by teaching assistants (TAs) trained by Schwinn and Hankin.

"We help the TAs with advanced writing skills, plus we teach them how to teach others," Hankin explains. Assistants learn peer-review techniques, how to work one-on-one with students, and how to make comments on papers. While seeking help from the writing center is strictly voluntary, many students take advantage of the opportunity. With 18 new assistants in training plus eight veterans who returned this fall, Hankin hopes to keep the center staffed full-time.

Schwinn describes the writing center as a fantastic resource, noting that with the improved facilities in the new building, "we'll be able to do some very creative things there." Rothenberg notes that

Schwinn brings his own brand of creativity to his role in making legal writing and analysis come alive in the classroom.

"We have made the effort to increase both human and financial resources for the new LAWR I, II and III offerings," Rothenberg says. "We are so fortunate to have Steve, who comes to us with experience and creativity in working with an extensive adjunct faculty and in preparing our students for writing in a real-world context."

### TECHNOLOGICAL WIZARD

Teaching faculty to utilize fully the technological capabilities of the new building falls to Mary Cornaby, the School's new assistant dean for academic technology. Her expertise lies not in computer science but in classroom technology, such as distance education initiatives, bringing in speakers via video hook-ups and helping faculty place course material online so students have better access to it.

"The new building and its resources will equip Maryland to equal or surpass any law





"We previously spent hundreds of hours doing those tasks, and used many support personnel to retrieve information. Now information can be called up at a moment's notice," Cornaby relates. "That makes a trial lawyer a road warrior. It changes the trial dynamics and it changes how we teach trial practice." Instead of physically passing exhibits to the jury, a lawyer can project it overhead in full color, recreating an accident scene complete with animation. Cornaby notes that students soon dis-

tion we can offer them," Cornaby says. "Maryland has extraordinarily good teachers, and I get the privilege and opportunity to help them reach more students." A former research librarian for the law school, Cornaby returned to Maryland after serving as director of academic computing at Villanova University School of Law in Pennsylvania. She received her *juris doctor* in 1980 from the Seattle University School of Law.

Although the new building won't open until the summer, she is already working with faculty on enhancing their teaching techniques. "I'm grateful for the faculty's willingness to examine the advantages that technology has to offer and that the faculty are trying to integrate technology into the manner in which they teach," she says. "Faculty acceptance is everything."

Rothenberg characterizes Cornaby as a national leader in the integration of technology into legal education. She describes the administration's strategic plan to have the critical human resources to match the technological wizardry of the new building.

"We have three goals for this technology," Rothenberg says. "To enhance the pedagogy, to provide more opportunities for distance learning, and to significantly improve the productivity between students and faculty."

With the talents and fresh perspectives brought to the School by these three

new recruits, Maryland stands well-prepared to build on its strengths and expand into exciting new areas of opportunity while preparing its students for lawyering in the 21st century.

*Above: Mary Cornaby*

school in the country," Cornaby asserts. "The opportunity of technology enrichment in the classroom, especially for people who learn differently, is incredible." She describes how a hearing impaired student will be able to use a human transcriber to send a real-time transcription of a lecture to a laptop. "That's an example of technology that currently exists in the courts and is now being brought into the classroom," she adds.

Lawyers practicing in a tech-drenched marketplace learn to harness technology for trial organization functions as well as the electronic presentation of evidence, exhibits and transcriptions.

cover this type of technology has both positive and negative aspects.

Technological advances also help faculty accommodate students with different learning styles. Lectures augmented with PowerPoint slides and video clips enhance the education for students more adapted to visual learning.

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