



The American Society of
Mechanical Engineers

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ASME San Francisco Section

Newsletter

***** February 1994 *****

February Dinner Meeting: The Virtual Reality Experience

Date: Wednesday, February 9, 1994
Time: 6:00 No-host cocktails
7:00 Dinner
8:00 Program
Location: California Cafe
1540 North California Blvd, Walnut Creek
(510)938-9977
3 blocks south of Walnut Creek Bart Station
Menu: Baked Snapper
Grilled Sirloin of Beef
Vegetarian meal upon request
Cost: \$ 20 Members
\$ 24 Non-Members
\$ 16 Students/Retiree
RSVP: S.F. ASME
(415)721-4478
by Monday, February 7

Carlos Newcomb Visions of Reality Corp.

Have you ever flown an airplane without ever leaving the ground? How about driving a car without getting on the road? These are experiences only obtainable through virtual reality, a computer graphics technology that integrates three dimensional visual and audio effects that allow the user to actually feel as if they are interacting with the environment.

Recently, virtual reality has only been used as a training tool for the Department of Defense and NASA. Carlos Newcomb, a multi-media engineer at Visions of Reality Corp., is involved with turn-key virtual reality systems for the entertainment industry. Using high-performance "Reality Engine" computers from Silicon Graphics and head mounted display technology from Kaiser Electro Optics, customers are provided with the most immersive visual reality experience in the world.

Carlos will discuss some of the success and applications with the virtual reality product as well as some of the engineering design challenges in achieving simulated environments.

Message from the Chair...

Well, 1994 has supposedly just started, but it seems like I had better not blink or it will be over. My term as chair is on the downside! Don Moseman is already preparing for next year as chair. Have you thought about getting involved with the committee but just haven't gotten around to it? Now is a good time as any. There are numerous committees and activities in which you can participate. Please give Don or myself a call.

The efforts for the Bay Area Technical Conference are going well. A number of speakers are committed. By the time you receive this notice, the slate should be full. Dan LaRoche has done an excellent job planning out the meeting rooms and arranging things with the hotel. Rich Myhre has come up with an impressive letterhead for our conference correspondence. Joann Heberer, Irlene Van Ardenne, and Scott Wayland have also been a great help lining up speakers. We can always use more help in this effort. If you would like to get involved, please call our hotline, Laura Vavrunek or Don Moseman.

ASME National is sponsoring a State Action Program on Base Closures and Defense cutbacks. Barbara Lee, Assembly person from the 16th district, will be there to let us know what the state is trying to do. She has been very active in this area. Out section has been asked to assist in the effort. If you would like to participate, please call Lynden Davis at 1-800-624-9002 (ASME Regional Office) or Bill Nott at (510)881-5035.

Sorry, the Job Fair idea has been dropped. We were unable to get enough interested people to help out, and we are already stretched thin with the Bay Area Technical Conference.

Don't forget the Get-A-Member program. Remember there are a number of incentives including prizes and discounts for those who sign up new members or get drop outs back! We are offering \$100 to the person who gets the most sign-ups in our section. You can copy the application that was sent to you, or call 1-800-THE-ASME, fax (201)882-1717, for a brochure and membership forms. Be sure to put your name and member number in the space provided to get credit.

Bill Nott, Chair

BASE CLOSURE !! DEFENSE CUTS !!

We are all affected by these events. ASME is sponsoring a STATE ACTION program for your benefit. Barbara Lee from the 16th district will tell us what the state is doing. It will be held at the end of March or beginning of April. Stay tuned for a date and place...

NEXT MONTH'S MEETING

The Annual Crab Feed hosted by the UC Berkeley Student Section of ASME! It is one of the most popular events of the year. See next month's newsletter for time and place.

ASME Coffee Mugs

We still have ASME coffee mugs! Featuring a generous, sturdy design, these cobalt blue mugs emblazoned with the ASME cloverleaf in microwavable gold provide a quick reference to the San Francisco section's and the Western Regional Office's phone numbers. \$6.50, including postage (\$5 if you buy one at a dinner meeting).

CONFERENCE PLANNING VOLUNTEERS WANTED

A big thank you to those members who have contacted us about helping with the 1994 Bay Area Technical Conference!! Volunteers are still needed to help plan and manage it. To be held May 14, 1994 at the Berkeley Marina Marriott, the conference will address the Biomedical Industry: Meeting Challenges in Innovation, Quality, and Service. As much of the activity in this field is centered in the City, South City, and Emeryville/Berkeley, San Francisco section volunteers will have the opportunity to work closely with local bioengineering companies. Planning meetings alternate between an Oakland and South Bay location. For further information, call Conference Co-chairs Don Moseman (415)768-9956, or Laura Vavrunek (498)922-6833.

ASME'S REFERRAL SERVICE NOW IN PLACE

Whether you're unemployed and need a job or you're just looking for a better one, the ASME'S Resume Referral System can help. The new system, developed by Career Access of Hilliard, Ohio, allows employers seeking mechanical engineers to search resumes submitted by interested members. It can provide a vital link between ASME members seeking career opportunities and employers requiring skilled professionals.

The service allows interested ASME members to submit resumes free-of-charge to a database which includes information on work experience, education, career interests, salary requirements, and other topics. If members do not wish to have a specific employer view this information, confidentiality can be requested and maintained.

Employers can access the service for a fee by subscribing to it on an annual basis or by calling the system administrator, Career Access, and having the system searched on their behalf.

If you would like to participate in the system, either as a prospective job candidate or employer, or would like more information, contact Career Access at 614-529-0429.

Need an ASME book? Want to register for an ASME short course or conference? A standard? Then call ASME's Information Central: 1-800-THE-ASME (1-800-843-2763). Or you can fax: 201-882-1717 or 201-882-5155. Or use E-mail through CompuServe: 73302.1017

Trademarks, Patents and Copyrights: Do you know the Differences?

If you do not know the differences among trademarks, patents and copyrights, you are not alone. Intellectual property attorneys frequently receive instructions from clients to "copyright this name" or "patent this trademark," neither of which is possible. Even news reporting agencies can become confused as to these types of coverage.

For example, contrary to many reports this past summer, Pat Riley, the head coach of the New York Knicks basketball team, did not have a copyright of the term "Three Peat." Mr. Riley's rights to this term are limited to trademark law.

If you already understand the differences between trademarks, patents and copyrights, you need not read any further. Otherwise, continue reading without embarrassment.

TRADEMARKS

A "trademark" is a word, name, symbol, configuration or device (or a combination thereof) which is used to identify one's goods or services and distinguish them from the goods or services of others. Trademarks generally include brand names that identify goods (e.g. HERSHEY for a candy bar), and service marks which identify services (e.g. McDONALD'S for restaurant services).

Trademark rights are obtained through use of the trademark on, or in connection, with the goods, or, in the case of service marks, by displaying the mark in the sale of advertising of services. As soon as you use a trademark, you own it, subject to the rights of any others using the same or a confusingly similar trademark. Trademark rights last forever, as long as the mark is not abandoned and does not become generic.

If you have not yet used a trademark, but intend to use it, you may also obtain trademark rights by filing a trademark application with the U.S. Patent and Trademark Office (USPTO). Although a registration will not be issued until you actually use the mark and file the appropriate proof of use, the filing of the application establishes a priority date, so that your rights to the trademark will be superior to registered users of the trademark.

A trademark can be registered with the USPTO and any of the 50 states. Because trademark rights exist regardless of whether the trademark is registered, it is not mandatory to register your trademark. There are, however, substantial advantages in registering your trademark with the U.S. Patent and Trademark Office, which you should discuss with your intellectual property attorney.

This article was reprinted with permission from *IDEAS On Intellectual Property Law*, written and produced by the Law firm Haverstock, Medlen & Carroll. Next month: **The Effects of NAFTA on Intellectual Property.**

ASME San Francisco Section 1993-94 Executive Council

Chair Willard A. Nott (408)743-2378 (408)742-4702 FAX	Programs Laura Vavrunek (408)922-6833	Government Relations Technical Activities Dan LaRoche (707)769-9279
Vice-Chair Donald W. Moseman (415)768-1234	Membership Interests Dennis K. Lieu (510)642-4014	Newsletter Editor Madeleine Moffitt (510)540-8551
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Unemployed Members Lynden Davis (800)624-9002	College Relations Brandon Muramatsu (510)654-5894	Professional Practice and Ethics Rich Myhre (510) 444-8707

ASME Section Hotlines...

San Francisco Section 415-721-4478	Mount Diablo Section 510-275-4580
Santa Clara Section 408-629-2592	Western Regional Office 800-624-9002

These numbers provide meeting and technical activity information.

FIRST ANNUAL SAN FRANCISCO STATE ENGINEERING ALUMNI OPEN HOUSE

where: Science Building, SF State
when: Tuesday, February 22, 1994
time: 6:00 to 6:30 Tour of the Laboratories
6:30 to 7:00 Reception
7:00 to 8:00 Refreshments

The SF State Engineering Alumni Association cordially invites all alumni to attend the first annual Alumni Open House. This gala event will be held on February 22, 1994, and hosted by both the Department of Engineering and the Association.

Commencing with this event, an engineering newsletter will be published twice per year to serve as the voice of the Association. The primary purposes of this newsletter will be three-fold:

- to maintain an open line of communication between the Department and the Alumni
- to announce Alumni activities
- to provide a dynamic update on individual Alumni

Alumni are encouraged to call the Department at (415)338-7675 to request their copy of the newsletter, as well as an on-campus parking voucher for the night of the Open House.

ENGINEERS WEEK BANQUET 1994

Thursday, February 24, 1994

The Presidio Officer's Club Grand Ballroom
San Francisco

Keynote Address by
Frank Wilson
BART General Manager

6:00pm No-host cocktails in the Ballroom foyer
7:00pm Dinner in the Grand Ballroom

Cost: \$30.00
Choice: Prime Rib or Salmon (please indicate on check)

Make checks payable to: "Engineers Week Fund" and mail to: Dr. Larry Russell, c/o REED Corp., 2140 Shattuck Ave., Ste. 2222, Berkeley, CA 94704. Please include a self-addressed stamped envelope for delivery of your tickets, otherwise they will be ready for you at the Officer's Club. If you have any questions, please call: (415)541-7910.

PATENTS

A "patent" is granted by the USPTO and is intended to protect inventions. A patent grants to the patent owner the right to exclude others from making, using or selling the invention claimed in the patent for a limited term.

To obtain a patent, an inventor files a patent application with the USPTO, which thoroughly examines the application and the state of the pertinent art to determine whether the invention is patentable. Patent rights are owned by the inventor, unless the rights have been assigned.

There are three different types of patents:

- 1) utility patents, which cover novel and unobvious processes, machines, articles of manufacture and compositions of matter;
- 2) design patents, which cover new, original and ornamental designs for an article of manufacture; and
- 3) plant patents, which cover new varieties of cultivated asexually-reproduced plants.

Utility and plant patents last 17 years, and design patents last 14 years. Upon expiration of a patent, the public is free to make, use and sell the patented invention.

COPYRIGHTS

A "copyright" covers an original work of authorship fixed in any tangible medium of expression. The following are examples of works that may be the subject of copyright: literary and musical, choreographic, pictorial, graphic, sculptural and audiovisual works, pantomimes and sound recordings. Copyrights cover only the "expression" of the author. They do not cover "ideas."

Copyrighted protection is available as soon as the work is created and fixed in a tangible medium, even before the copyright is registered. The copyright is owned by the author(s) of the work. In cases involving works made for hire and certain specially commissioned works, however, the employer of the party commissioning the work will be deemed the "author" of the work.

A copyright lasts for the lifetime of the author plus 50 years after the author's death. The copyright on a work for hire, however, lasts for 75 years from its publication or 100 years from creation, whichever is shorter.

If desired, you may register your copyright with the Library of Congress. Although a copyright exists regardless of whether it is registered, there are substantial advantages in registering your copyright, which you should discuss with your intellectual property attorney.

San Francisco Section Executive Council Meetings

(go ahead, get involved!)

1st Wednesday of each month

at 6:15

Offices of Bevilacqua-Knight (BKI)

501 14th Street, Suite 210

Oakland City Center Complex 12th Street BART

Validated parking at City Center garage

All members are welcome and encouraged to become active and help plan this year's Section activities. For more information, call our voice mail message (415)721-4478 or Bill Nott at (408)743-2378.

Advertising Space Available:

\$100 full page
\$50 half page
\$10 business card
\$5 classified (25 word max.)
Contact Madeleine Moffitt (510)540-8551

*** JOB BULLETIN ***

MEMBERS

Looking for a job? Contact the ASME Western Regional Office to obtain a copy of the Job Bulletin. 1-800-624-9002

COMPANIES

Looking for mechanical engineers? Contact the ASME Western Regional Office to place a free listing in the Job Bulletin, or to obtain information regarding advertising in *Mechanical Engineering* magazine.