

Made in the Mid-Willamette Valley: Crowell Ing, LLP

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Company Name: Crowell Ing, LLP

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Business Description: Crowell Ing, LLP was founded by Carl Crowell and Michelle Vlach-Ing in 2006. The firm represents clients in general business and litigation matters, as well as in all aspects related to patents, trademarks and copyrights, including registrations, licensing and enforcement. Both partners serve as court appointed or private arbitrators. The firm handles matters before the state and federal courts in Oregon, the 9th Circuit Court of Appeals, the Federal Circuit, the United States Court of International Trade. Attorneys with the firm have appeared pro hac vice in other jurisdictions from Florida to Hawaii as well as overseas.

Employees: 8

Business Specialties: Complex litigation, arbitration, registration and enforcement of patents, trademarks, copyrights.

Business History: From 1998 Carl Crowell was a solo practitioner prosecuting patents, trademarks, copyrights and working on employment issues as well as civil rights issues. A few years into his practice he took over a multi-million dollar patent infringement case in the Seafood industry before Federal Court in Hawaii for a Southern California client, with significant ties throughout Asia. Working to meet the client's needs, Crowell managed to successfully settle the matter. Others in the industry noticed Crowell's integrity in shepherding the matter and sought his counsel resulting in expended exposure and client base in the Pacific Rim with multiple cases before the Federal Courts in Hawaii and Southern California, and even appearances in courts overseas. In 2006 Crowell approached Michelle Vlach-Ing (then Michelle Ing) to join his practice to assist in managing his caseload.

Ing assisted complex litigation cases. Ing also brought her business management experience and background. After a few months, Crowell and Ing formed Crowell Ing, LLP and continue to provide services in the area generally known as Intellectual Property Law, which encompasses patent, trademark, copyright and matters related to the prosecution, policing, licensing and defense in those areas. Ing is actively involved in the Oregon State Bar, having served two terms on the House of Delegates, as well as on the Board of Directors for the Marion County



Special to the Statesman Journal
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Bar Association.

In addition to intellectual property issues, Crowell Ing, LLP continues to offer litigation services in the areas of contract disputes, employment law and civil rights. Both partners are also arbitrators appointed by various courts and available to private parties.

What is biggest advantage of doing business in the Mid-Willamette Valley: The quality of life is second to none. The Mid-Valley is home to many inventors, innovators, artists, businesses and good people. There is a wealth of resources from clean water, to clean air, as well as hard working industrious people.

Essential Business Philosophy: We focus on the client's objectives and try to find the most efficient means to accomplish those goals. There is no magic formula when it comes to the practice of law. We often find our greatest successes through creative unconventional means.

Best Way to Stay Competitive: We provide value for our clients. In everything we do, we always ask ourselves, "how does this advance the clients interests," and, "is there value in what we do." Legal services should be more than an expense, it should be an investment. We work to make sure our clients receive a good return on their investment.

What is most Challenging in Work: Stressing the need for discipline both in our work for a client, and in the client's utilization of our work. Attorneys are rarely able to solve all of a client's problems without some cooperative effort by the client. We work hard to make sure not only are our services the best we can provide, but we try to make sure the client maximizes the return on their investment.

Best Business Decision: From Crowell: Hiring Ing. From Ing: Quitting my old job and forming my partnership with Crowell.

Toughest Business Decision: Stepping back from global business model that found us spending far too much time on airplanes and returning our focus to the local area. While we continue to work for clients in distant areas, there is much to be done here in the Valley.

What trends do you see Happening in your Industry: Over the last hundred years the legal profession has spent a little too much gilding its own ivory tower. Too many lawyers, especially of the younger generation seem to feel a sense of entitlement. We think a more pragmatic approach is to consider the profession, though skilled, less enigmatic. We consider ourselves mechanics. While we do not use a wrench or a hammer, we do use the tools of our training and knowledge to fix problems, often very real problems. In the end we need to recognize we are a service profession. By being lawyers we do not have any innate entitlement, just ability and our ability is to help our clients.

Company Affiliations: SEDCOR, Salem Area Chamber of Commerce, The Salem City Club, Willamette Heritage Center at the Mill, Oregon State Bar Association, Marion County Bar Association, and Willamette Valley Inn of Court.

Major Clients: , I.S.A. Corporation, Kenko Seafoods, Inc., Normandy Guitars, LLC, Pale Horse Brewing Company, Pure Grace, Inc., Seven Seas Seafoods, Inc., and Steel Technology, LLC.

For additional information contact SEDCOR at 503-584-7303 or email sappleby@sedcor.com.