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## Foreword

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# BUFFALO INTELLECTUAL PROPERTY LAW JOURNAL

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## *FOREWORD*

This Summer 2004 Issue of the Buffalo Intellectual Property Law Journal (BIPLJ) witnesses the beginning of a huge shift in the focus of the BIPLJ. The concepts embodied in the term “intellectual property” go far beyond the triad of patents, copyrights, and trademarks, and also encompasses the notion that a person’s image and ideas that do not necessarily qualify for the protection afforded by the triad also have a measurable property value. This recognition brings up issues of privacy, ownership, creation, conception, and protection that are not obvious from just assuming that the triad is all that intellectual property covers.

Given the obvious economic potential that intellectual property holds, it also makes sense to examine the mechanisms for the transfer and development of intellectual property rights in every form. Ownership of intellectual property is transferred everyday; often by contract, but sometimes unwittingly. Such transfers drive the creation of new businesses and wealth and even the unfair exploitation of those resources. They embody the benefits of the entrepreneurial spirit that drives the economy of this nation and are among the prime reasons that the protections afforded by the triad were conferred in the first place.

In recognition of the broad scope that intellectual property spans, the BIPLJ has expanded to include two new Divisions – Sports and Entertainment Law and New Venture Creation. The Sports and Entertainment Law Division is led by Mr. Thad McMurray (JD '05) and will look at image protection, privacy, contracts, and media issues in intellectual property, etc. The New Venture Creation Division is spearheaded by Mr. Justin Call (JD/MBA '06) and will focus on issues relating to technology transfer, new business creation and develop-

ment, contracts, corporate law, etc. These two Divisions expand the scope of the BIPLJ and will allow us to more easily accept articles that we would otherwise have to reject for not being exactly on point with the triad. We will be making a strong push to publicize this expansion and are now accepting articles to these two Divisions in addition to the kinds of article we have traditionally accepted.

As always, we are happy to take your comments and suggestions. Your continued support is always appreciated.

Sincerely,  
Jonathan M. D'Silva (JD '05)  
Editor-In-Chief ('04-'05)