



**Date:**

**Thursday, March 25, 2010**

**Time:**

2:30pm - 2:55pm

**Presenter:**

***“The Role of Water in Milwaukee's Economic Development”***

Barry Grossman  
Of Counsel, Foley & Lardner LLP

“Water promises to be to the 21st century what oil was to the 20th century: the precious commodity that determines the wealth of nations.” (Fortune, May 15, 2000).

The shortage of freshwater is a serious problem for the world. A growing world population and increasing industrialization create an increasing demand for water, while global warming and poor conservation and water management create a decreasing supply. Increasing demand and decreasing supply creates a unique opportunity for the Milwaukee region to build an innovation economy based on water technology.

The Milwaukee region contains a potent concentration of companies in the business of water. We are unique in that we combine this industry expertise with academic research excellence in water technologies. We are on our way to becoming a world leader in the \$425 billion global water industry. However, building an innovation economy is a complex equation with many variables, including academic and industry research, innovators, patents, entrepreneurs, financiers, government incentives, skilled workers and more. If we do not nurture, promote, develop and expand these factors, important opportunities to generate new products, new jobs and new industries could be lost. If that happens, the regional economy, and its regional water initiatives, will suffer. Milwaukee has a head start in becoming a leader in the water industry. We can't afford to delay and procrastinate. We need bold action to realize our potential.

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### Presenter Biography

#### **Barry Grossman**

Barry Grossman is Of Counsel in the Milwaukee office of Foley & Lardner LLP where he specializes in patent law. He started his professional career as a rocket scientist with a degree in Aerospace Engineering. Mr. Grossman then obtained his law degree and spent 12 years working at the U.S. Patent and Trademark Office, focusing primarily on technology policy and incentives to innovate and invest in new technology. As a patent lawyer, he has spent the last 25 years working with companies and universities to protect, license, and profit from their innovations. He is the Co-Editor-in-Chief of Patent Litigation Strategies Handbook, a leading reference book on patent litigation now in its 11th year of publication.

Mr. Grossman is a member of the Board of Directors of the M7 Water Council. The Water Council works to align the regional fresh water research community and water-related industries to establish the Milwaukee region as a global leader for fresh water industry, research and education. It pursues these objectives through the advancement of scientific collaboration on fresh water research, the fostering of fresh water educational opportunities, outreach to the public on the advances in fresh water technology, and the promotion of a global understanding of fresh water culture. Mr. Grossman established and co-authors Foley's annual Water Technology U.S. Patent Landscape Report which looks at patent data to identify trends in water technology.