

It Takes **Skill** to Recognize **Ingenuity**

Q&A with IP Attaché Alumnus Jon Santamauro

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Alumni Stats:

- Worked at the USPTO for over 15 years.
- **Previous roles at the USPTO:** Primary Patent Examiner, Patent Attorney and IP Attaché.
- **IP Attaché assignment:** U.S. Mission to the World Trade Organization in Geneva, Switzerland.
- **Current role:** Senior Director, International Government Affairs at a U.S. bio-pharmaceutical company.

What sparked your interest in becoming an IP attaché?

I have a great interest in the ability of creators to protect their innovation worldwide. While the United States is still the most important market in the world, U.S. companies and inventors now need to consider how to protect their innovation globally as we are part of an ever more interconnected world.

What was your favorite part of working as an IP attaché?

I really enjoyed representing the United States at multilateral organizations, including the World Trade Organization and World Intellectual Property Organization. These organizations can have a direct impact on the development of IP and other policies around the world, and they benefit greatly from American experience and leadership.

What advice would you give someone who may not be aware of the IP Attaché program?

My advice would be to go for it. There aren't many career opportunities where one has the chance to represent the United States abroad and to help shape policies that truly bring hope (through new medicines or medical devices), joy (through new entertainment choices and new personal technologies) and comfort broadly to the people of the world.

What is the unique set of skills one would require to be successful at an IP attaché post?

One needs a strong sense of self-motivation, a passion for innovation and the promise it can bring, and the ability to engage prudently but eagerly with different stakeholders about complex issues. All the while addressing any challenges head on and in a positive way.

How has your experience as an IP attaché aided you in your current role?

The experiences were invaluable to my ability to work in international and trade-related intellectual property law matters when I was in private practice. It also helped to hone the skill sets I needed to analyze laws and policies, develop results-oriented strategies, and engage policymakers around the world.

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