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Announcing ...

## JOHN PLATT RECOGNIZED AT ARIZONA NEWSPAPERS ASSOCIATION'S ANNUAL AWARDS COMPETITION

**PHOENIX (October 10, 2016)** – Snell & Wilmer is pleased to announce that Phoenix partner [John Platt's](#) guest column, "[Of Monkey Selfies and Suits Without Human Plaintiffs](#)," recently won first place in the Arizona Newspapers Association's annual awards competition in the category of Best Column, Feature or Criticism. The column was originally published in the Record Reporter.

Platt's article was based off a 2011 incident where a nature photographer travelled to Indonesia to take photographs of a specific group of monkeys. During the shoot, a female monkey pressed the remote trigger and took several photographs of herself. Once published, the photos caused a significant debate, better known as "the Monkey Selfie," where copyright claim was questioned as to who actually owned the rights to the photo - the photographer or the monkey. A lawsuit was filed on behalf of the monkey's rights. Platt's article brought up some interesting intellectual property questions about the rights of the animal, and when the line should be drawn. It was published October 12, 2015.



John Platt

At Snell & Wilmer, Platt advises and represents clients in intellectual property matters including: IP strategies, patent and trademark prosecutions, IP audits, IP due diligence, licensing agreements, contracts and intellectual property litigation. In the patent prosecution area, he has experience with a wide variety of technologies including: energy storage, clean and green technology, alternative and renewable energy technology such as wind energy, solar energy, smart grid, and hybrid vehicles, as well as traditional energy generation technology in the fields of coal, natural gas, nuclear and petroleum energy generation. Platt has experience across various battery technologies including Lithium Ion batteries, Flow batteries and advanced lead-acid batteries. He also has extensive experience in power regulation inventions, RF transceiver and antenna related inventions, global positioning, semiconductor manufacturing, MMIC and other circuit inventions. He has prosecuted many patents in the area of internet commerce, software and business method patents.

Prior to becoming an attorney, Platt earned degrees in both electrical and mechanical engineering and worked as an engineer. He designed the HVAC systems for cleanrooms in the semiconductor industry, giving him a broad understanding of the semiconductor manufacturing process. Platt also worked inside a coal fired power plant, giving him a keen understanding of relevant energy generation/transmission technologies and issues.

### About Snell & Wilmer

Founded in 1938, Snell & Wilmer is a full-service business law firm with more than 400 attorneys practicing in nine locations throughout the western United States and in Mexico, including Phoenix and Tucson, Arizona; Los Angeles and Orange County, California; Denver, Colorado; Las Vegas and Reno, Nevada; Salt Lake City, Utah; and Los Cabos, Mexico. The firm represents clients ranging from large, publicly traded corporations to small businesses, individuals and entrepreneurs. For more information, visit [www.swlaw.com](http://www.swlaw.com).

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