

Ed Squire 2
 Partner at Squire & Law
 Salt Lake City, Utah | Law Practice

1 Previous
 Hansen, Neilsen & Johnsen, APRQ Labs
 Education
 University of Utah - David Eccles School of Business

[Send Ed InMail](#) 0 connections

4 www.linkedin.com/pub/ed-squire/a8/6b3/24a

Background

Summary 5
 Mr. Squire's scientific and legal experience makes him qualified to prosecute a wide range of patent cases for clients in the biotech, medical devices, and diagnostic processes. He holds several degrees including a Masters in Science, a Bachelors of Science in Biology, and a Masters of Business Administration. From 1982 to 1984, Mr. Squire oversaw the diagnostic division at APRQ Labs in Minneapolis.

Mr. Squire has worked as a patent attorney both in Minnesota and in Salt Lake City, specializing in biotech. He is widely respected in the firm as a talented mentor of younger lawyers. He is involved with strategic Intellectual Property planning for many of the firm's best clients.

Experience 6

Partner
 Squire & Law
 1992 – Present (22 years) | Salt Lake City
 Drafted and prosecuted hundreds of patent applications for a wide variety of clients. Patent portfolio counseling.

Patent Attorney
 Hansen, Neilsen & Johnsen
 1987 – 1992 (5 years) | Greater Minneapolis-St. Paul Area

Director
 APRQ Labs
 1982 – 1984 (2 years) | Greater Minneapolis-St. Paul Area

Additional Sections 7 8 9 10

Education

University of Utah - David Eccles School of Business
 Master of Business Administration (M.B.A.)
 1997 – 1999

University of Minnesota Law School
 Juris Doctor (J.D.)
 1984 – 1987

University of Minnesota-Twin Cities
 Master's Degree
 1980 – 1982

Gustavus Adolphus College
 Bachelor's Degree
 1976 – 1980

A Client-Ready LinkedIn Profile

For most clients, research about a professional begins (and sometimes ends) at LinkedIn. Take 30 minutes and review these 10 sections of your profile, then take control of your online message today.

1-Professional Looking Headshot

People do business with people...and people have faces, so include a picture that is closely cropped to your face. And remember, no selfies and no vacation photos; use your firm headshot if possible.

2-Compelling Tag Line

Potential clients want to know what you can do for them, not what your title is. This is the place to tell them. Don't make claims (*ethics warning*) but make a compelling statement.

3-Background Picture

LinkedIn allows you to draw attention and dress up your profile. Download an attractive free background picture [here](#).

4-Contact Information

You can (and should) change your default URL to something that looks good on a business card. You can also add links to up to three websites. You should definitely link your firm website; you can also link to your twitter feed, your blog, etc. Make sure your profile is public so Google can find you!

5-Summary

This is where you position yourself for the kind of law you want to practice. Use the keywords your clients use, write in first person, and include the information you would use at a networking event. Be careful not to make claims (*ethics warning*).

6-Experience

This isn't a CV, use the text to specifically show how you helped clients.

Additional Optional Sections

7-Skills: Allows you to list specialties. Avoid this section unless your bar association says it doesn't violate ethics rules.

8-Projects: Allows you to link to projects. Is there a cause you are passionate about?

9-Publications: Allows you to link to books and articles you have written.

10-Recommendations: Allows you to give and receive recommendations. Giving them is fine, but don't accept them (*ethics warning*).

What A Foundational LinkedIn Profile Can Look Like

For more information, go to <http://kwinpeterson.com/?p=291>

The image shows a screenshot of a LinkedIn profile for Ed Squire. The profile is set against a background of red leather-bound books. The profile header includes a profile picture (1), the name 'Ed Squire' (2), and the headline 'Patent attorney passionate about biotechnology' (3). Below the headline, it lists 'Salt Lake City, Utah | Law Practice'. The 'Previous' section shows 'Hansen, Neilsen & Johnsen, APRQ Labs' and the 'Education' section shows 'University of Utah - David Eccles School of Business'. A blue button says 'Send Ed InMail' and there are '42 connections'. A star icon is on the left and a URL 'www.linkedin.com/in/edsquire1' is on the right (4). The 'Background' section has a 'Summary' icon (5) and text: 'I love biotech, business, and the law. Wading into the unique aspects of an invention that heals, extends or improves life, or diagnoses disease better is my idea of a great day at work. I have prosecuted hundreds of patents and had more than a dozen challenged in court—all with positive outcomes for my clients. In addition to my law degree, I have a Master's in Science and a Bachelor of Science, both in biology. I also hold a Master of Business Administration so that I can better manage both my firm and understand the business needs of my client's companies. Before going to law school, I managed a diagnostic lab and learned first hand how the technology created by inventors gets applied.' The 'Experience' section (6) shows 'Partner' at 'Squire & Law' from '1992 – Present (22 years) | Salt Lake City'. The text below reads: 'I drafted and prosecuted hundreds of patent applications for clients in the medical devices and diagnostic tools industry. While 17 of those patents have been challenged in court, all of those challenges have ended with a positive outcome for my clients. I counsel clients on their patent portfolios.'

Patent Attorney

Hansen, Neilsen & Johnsen

1987 – 1992 (5 years) | Greater Minneapolis-St. Paul Area

I did patent research and drafting and focused on prior art searches and understanding both FDA and patent office rules. I was also a company resource on Canadian issues.

Director

APRQ Labs

1982 – 1984 (2 years) | Greater Minneapolis-St. Paul Area

At APRQ, I came to understand how the technology gets applied. I also saw firsthand the effect of explosive growth, managing a staff that grew from 22 to 41 in just two years.



Education

University of Utah - David Eccles School of Business

Master of Business Administration (M.B.A.)

1997 – 1999



University of Minnesota Law School

Juris Doctor (J.D.)

1984 – 1987



University of Minnesota-Twin Cities

Master's Degree

1980 – 1982



Gustavus Adolphus College

Bachelor's Degree

1976 – 1980



Following



Squire Law

Law Practice

+ Follow

Schools

