



## THE INTELLECTUAL PROPERTY LAW ASSOCIATION OF CHICAGO

Proudly Presents The

### 2015 Creator Of The Year Award

The IPLAC Creator of the Year Award is given to honor the creative achievements, primarily in the Chicago metropolitan area, which are eligible for patent, copyright, or trademark protection. This year IPLAC is proud to recognize Lawrence M. Kaplan, presently CEO of Impossible Objects and former President, CEO and General Counsel of Navteq Corporation, as the winner of the 2015 IPLAC Creator of the Year Award. Mr. Kaplan is being recognized for his achievements in two areas of IP, patents and trademarks, and his career enhancing and promoting IP as an inventor, lawyer and business executive.

Mr. Kaplan filed his first patent application in 1989, while a law student at the University of Illinois. In fact, not only did he file the application, but he drafted and prosecuted it on his own. This invention, a surgical stapler, stemmed from Mr. Kaplan's senior design project while a student in General Engineering at the University of Illinois and was awarded U.S. Patent Nos. 5,111,987 and 5,188,274. After graduating from University of Illinois College of Law in 1989, he joined Willian Brinks Olds Hofer Gilson & Lione. In 1990, Larry clerked for a year for Judge S. Jay Plager of the Federal Circuit and was Judge Plager's very first clerk. Afterwards he returned to the Brinks firm.

In 1995, Mr. Kaplan left Brinks to join Navteq (then called Navigation Technologies) as its first in-house IP Counsel. At that time, Navigation Technologies was a startup company in the business of building electronic maps and related software for use in electronic vehicle navigation. Navteq was responsible for many of the innovations and developments needed to make electronic maps in cars, phones, computers, and tablets nearly ubiquitous today.

Mr. Kaplan was a prolific inventor and, through his work as an inventor, IP Counsel, General Counsel, and CEO over 16 years at Navteq, helped make it easier for people to safely get around and helped make Navteq the leading electronic map company in the world. Although he was nominally IP counsel, he helped develop many of the





critical innovations used in Navteq's patented products and systems. He later received 30 of his 33 U.S. patents and numerous foreign patents for those innovations.

Mr. Kaplan was also a strong promoter of intellectual property. He started Navteq's patent program in 1995 and designed and launched its first incentive award program in 1997 to encourage Navteq employees to invent. This involved leading a cultural shift among software programmers who, at the time, did not believe that inventions reflected in software should be patented. As a result of these efforts, during his time at Navteq, its patent portfolio grew from zero patents to over 800 patents and pending applications world-wide. He grew Navteq's patent portfolio to become the largest patent portfolio of any company in the electronic map business.

Mr. Kaplan was promoted to General Counsel of Navigation Technologies in 2001 and held that position for 8 years. When Navigation Technologies was looking forward to an IPO, it became important to have a unique name that was also suggestive of the company's technology. In 2002, management undertook considerable effort and expense, including use of outside marketing firms, to find a new name. However, after those efforts failed, it was Mr. Kaplan who developed the Navteq mark. The brand Navteq is now registered as a trademark in over 50 countries and used for corporate registrations and hundreds of map products. When Mr. Kaplan helped take Navteq public in 2004, it was one of the largest IPOs that year.

After Nokia acquired Navteq in 2008, Mr. Kaplan became CEO. In that position, he continued to be a strong proponent of patenting and other intellectual property. He held that position until the end of 2011 when Nokia made the decision to integrate NAVTEQ into a larger division and change the name to "Here."

During his tenure at Navteq from 1995 through 2011, Mr. Kaplan helped the company grow from 400 employees in a handful of countries to over 5,000 employees in 50 countries, with revenue well over \$1 billion. Through his prolific inventions, and promotion of Navteq's patent and trademark portfolio, he helped create Navteq into the global company it is today.

In 2012, Mr. Kaplan became CEO and member of Eudora Global, a firm focused on starting and operating new companies in the healthcare and online services industries. At Eudora, he helped start four companies that continue to operate.



Since mid 2014, he has been CEO of Impossible Objects, a startup in Northbrook, that has developed an innovative 3D printing technology for rapidly producing parts of fiber-reinforced composites, which are the subject of multiple patent application filings.

Larry Kaplan has been a resident of the Chicago area his entire life, and presently resides in Northbrook with his wife of 23 years and two children who will begin college this coming fall.