



Cleveland

Contact

Publication of the Cleveland Section of the Institute of Electrical and Electronics Engineers.

◆ IEEE Cleveland Section ◆ CHAIR'S ◆ COLUMN

◆ by Stephen Phillips

◆ Welcome to the first electronic newsletter
◆ for this year. If you know of members who did
◆ not receive this issue, please have them update
◆ their e-mail address with IEEE headquarters.
◆ We are required to use the member database
◆ from headquarters. As I suggested before, an e-
◆ mail alias at ieee.org is free, permanent and you
◆ can choose your own account name. We
◆ welcome any suggestions to improve this foray
◆ into electronic publishing. Note that in our new
◆ format, paid advertisements will appear. If you
◆ would like to advertise, please contact Lee
◆ Bernasek for the modest fee schedule.

◆ The Industrial Applications Society (IAS)
◆ chapter has been reinvented under the
◆ leadership of Carl Dister. This group has
◆ scheduled regular meetings which appear on
◆ the IEEE Cleveland Section web page and in
◆ this newsletter. We are looking for others to
◆ help lead our many society chapters. See the
◆ list at the end of this newsletter.

◆ My call for members wishing to be
◆ elevated to senior member has been heard.
◆ Already, several members have approached us
◆ for reference letters for advancement to senior
◆ member. This is a relatively painless process.
◆ See the www.ieee.org web page for details.

◆ Finally, we are seeking nominations for
◆ officers for Y2K (the last year of the
◆ millennium in my book). The term is one year,
◆ and the officers can shape the future of our
◆ organization. Our main officers are Chair,
◆ Vice-chair, Secretary and Treasurer. Our
◆ volunteer officers are assisted extensively by
◆ the many technical society chapter chairs.
◆ You'll be relieved to know that since none of
◆ our primary recordkeeping is electronic, we
◆ expect to transition to next year without
◆ incident.

◆ Remember that our volunteer organization
◆ is here to serve all of its members. If you have
◆ any organizational, technical or creative
◆ suggestions, please contact any of the members
◆ listed at the end of the newsletter.

◆ I look forward to hearing from each of
◆ you. Feel free to contact me at (216) 368-6248
◆ or via e-mail at smp2@po.cwru.edu.

Power Engineering Society and Industrial Applications Society Will Sponsor: *Tour of Ford Engine Plant #2* *Thurs., October 7, 1999*

The IEEE Power Engineering Society (PES) and Industrial Applications Society (IAS) will sponsor a joint tour of Ford Engine Plant #2 on Thursday, October 7th, 1999, from 9:00 to 11:00 a.m. in Brookpark, Ohio. The group is planning an informal lunch at the Bomber Squadron afterwards, at members own expense.

The tour will focus on the assembly of the engines using the latest technologies in automation and robotics. Join us to see how the main engine components are manufactured and machined. An automation engineer will be available after the tour to answer technical questions.

The tour will be limited to 30 people. Please contact Steve Phillips at CWRU to make a reservation by October 4th, 1999. Steve can be reached at (216) 368-6248 or via e-mail: smp2@po.cwru.edu.

Directions: Take I-71 to Snow Rd. Head west on Snow Rd across the overpass. At the first light, turn right into the hourly employee parking lot. Proceed right again to Gate #10 guardhouse. The guard will direct you to the lobby.

WHAT: PES/IAS Joint Tour of Ford Engine Plant #2
Program is free

WHEN: Thurs. Oct 7th, 1999
Tour 9:00-11:00 a.m.
11:00 am lunch at Bomber Squadron (*at your own expense*)

WHERE: Ford Engine Plant
18300 Five Points Rd., Brookpark, Ohio

Welcome Back

The Section officers and editors welcome you to a brand new year of the "Contact." This is our first electronic issue! No matter where our members go, their IEEE e-mail addresses remain permanent, so they'll always receive the latest newsletter. It's a great way to stay in touch with members and the engineering profession.

It's not too early to think about nominating someone (including yourself) for elected officers positions. Or volunteer to chair one of the many technical society chapters. Your professional experience can go a long way toward assisting fellow engineers by arranging meetings and speakers of interest. Notice of meetings can appear in the "Contact." Just let us know via e-mail at jgreene327@aol.com by the 20th of the preceding month.

If you have your own business, we're happy to include your advertisement in the "Contact." Every member will see it electronically or via hard copy for the few issues that will appear in print. That's tremendous readership for very little cost! Call Lee Bernasek, our Section Advertising Manager, at (440) 446-1985 for information.

Do you have an opinion on an event, a situation, a regulation or something else related to engineering? Why not submit an article letting everyone know just where you stand. The "Contact" would be a great forum for Section members. Just e-mail us!

We're all looking forward to a wonderful year. Don't forget, we need you to volunteer, and we'd like to hear from you. It's time to get involved.



Domain Names and Trademark Infringement

by Michael Garvey

Powell Motors sells an automobile called PERSEPHONE. It goes very fast. Powell has established a web site at "www.persephone.com" to promote the car.

Joe Tepid has established a web site at "www.persephony.com". The site is merely a personal web site relating to Tepid and his interests. Tepid has offered to sell his domain name "persephony.com" to Powell. "Cybersquatters" register domain names identical to well known trademarks and hold them hostage. We will call Tepid a "pseudo-cybersquatter" because the domain name is not identical.

Twilight Productions has established a web site at "www.persefony.com" to promote its line of adult videos. We will call Twilight a "non competing siphoner".

Retro Auto has established a web site at "www.persefone.com" to promote its line of after market auto parts, including parts for the Persephone. We will call Retro a "competing siphoner".

The PersoPhone Company makes cell phones and has established a web site at "www.persophone.com" to promote and sell its phones. We will call PersoPhone a "legitimate user".

When seeking a web site by its URL, incorrect typing, incorrect spelling or bad guessing can lead to the wrong location. Thus, there are opportunities for mischief where a web site might be established at a URL based on anticipated misspelling, mistyping or bad guessing.

Establishing such sites raises a number of trademark issues. The two most prominent with respect to use of domain names that are similar, but not identical to, trademarks owned by others are likelihood of confusion and dilution.

Toys "R" Us has registered over 20 "____.rus.com" domain names, but that hasn't kept the infringers away.

In a pseudo-cybersquatter case, a Mr. Abir established a web site at "toysareus.com" and offered to sell the name to Toys "R" Us. When Toys "R" Us rejected the offer, Abir threatened to offer toys at the site and initiated efforts toward that end. Thus, Abir was both a competing siphoner and pseudo-cybersquatter.

The court found likelihood of confusion, holding that the "'R' US" marks are strong, the subject marks are very similar and phonetically identical and both marks involved the same goods (toys) and the same channels of trade (the internet).

The court also found dilution for many of the same reasons and because Abir's use would have eliminated the capacity of the 'R' US marks to identify and distinguish the Toys 'R' Us goods and services on the Internet.

So, a pseudo-cybersquatter like Tepid will usually be liable for trademark infringement and will not collect his ransom. Next month, we'll look at some of the other situations that occur in this area.

Michael Garvey is patent attorney at Pearne, Gordon, McCoy & Granger.

Cleveland Engineering Society September Events

10 Free program sponsored by the Cleveland Engineering Society's Energy Division. The topic will be "Sterile Air and Desiccants," with two presentations: "Air to Air Energy Recovery Theory and Application" by Jim Connell of Airxchange, Inc., and "Using UVC in HVAC Systems to Improve Indoor Air Quality and Provide Energy Systems" by Roger Stamper of Steril-Aire. 7:30- 9:30 a.m. at the Cleveland South Hilton Inn at I-77 and Rockside. Breakfast will be provided.

Contact Cleveland Engineering Society (216) 361-3100, or visit www.cesnet.org for information and registration.

IEEE Industrial Applications Society Cleveland Chapter, Region 2—West

by Carl J. Dister

Welcome to a new year for the Cleveland Chapter of IEEE IAS! As the new IAS Chapter Chair, I look forward to meeting each of you at one of our meetings in the near future. Come join us.

This year, we will meet on the third Wednesday, every other month, at the Hofbrau Haus downtown. At each meeting, we will have a speaker of interest to IAS members. It is a chance for all of us to get together and exchange ideas for the betterment of our profession.

To better serve you, please e-mail me at carldister@ieee.org or call me at (440) 255-2977 x. 739, with the following information:

What is your professional area of interest? What can IEEE IAS Cleveland Section offer you in keeping with your professional interests? What is your correct e-mail address, or fax and/or phone number so that we can keep you up to date on events?

Thanks for your support.

IAS Meeting location: Hofbrau Haus • 1400 East 55th Street
Cleveland, Ohio 44103 • Time: 11:30 a.m. to 1:00 p.m.

IAS Calendar of Events

Date: 10/20/1999

"Position Estimation in Induction Machines Using High Frequency Signal Injection and Magnetic Saliency Information— a Sensorless Control Technique"

Speaker: Barb Kenny - NASA

Date: 1/19/2000

Update/Discussion on Efforts to Keep Technology Companies from Leaving Northeast Ohio

Speaker: Jeff Thornberry, N.E. Ohio Instruments and Control Cluster Project / Cleveland Growth Association

Date: 3/15/2000

"Practical Assessment of the Quality and Reliability of Industrial Electronics"

Speaker: Bill Klinger, Klinger Engineering Services

Date: 5/17/2000

"Understanding the Mechanical Forces Acting on an Induction Motor and Load Resulting from Operation Under Inverter Power"

Speaker: Ed Labrush, Dynacor

Note: Lunch is available at the Hofbrau Haus for \$7.50 (German Buffet), starting at 11:30 a.m. Guest speakers will talk from 12:00 to 12:30. Question and answer session from 12:30 to 1:00. For further information, contact Carl J. Dister, IEEE IAS Section Chairman via e-mail: Carldister@ieee.org or by phone: (440) 255-2977 X 739.

IEEE Cleveland Section 1999 Officers

ELECTED SECTION OFFICERS

Section Chairman	Stephen Phillips	216-368-6248
Vice Chairman	Allen Morinec	216-447-2505
Secretary	Michael Branicky	216-368-6430
Treasurer	Ted Lapponi	216-771-2060

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Newsletter Editor	M. Greene	216-292-2686
PACE Representative	open	
Consultants Network	Dragan Dugandzic	440-257-2151

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Control Systems	Wei Lin	216-368-4493
Industrial Applic.	Carl Dister	440-255-2977
*MIREA	Vincent Lalli	216-433-2354
**MLE	Masud Tabib-Azar	216-368-6431
Power Engineering	Allen Morinec	216-447-2505
Systems/Men/Cybernetics	Ben Malakooti	216-368-4462
Vehicular Technology	open	

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CSU Chair		
CWRU Advisor	Robert Edwards	216-368-2833
CWRU Chair	John Bennardo	216-754-1972

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Send blank e-mail to: info.ieeeusa.jobs.r02@ieee.org

For member address changes, please call the IEEE Hotline, (800) 678-IEEE. Do not call the newsletter editor. For advertising rates, contact Lee Bernasek.

*MIREA: Engineering in Medicine & Biology/ Instrumentation & Measurement/ Reliability/ Industrial Electronics/Aerospace & Electronic Systems

**MLE: Microwave Theory & Techniques/Lasers & Optoelectronics/Electron Devices

Please note: if you are trying to contact the IEEE Cleveland Section by FAX, dial 440-473-6557. The line is open twenty-four hours per day.



Cleveland Section

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Stephen Phillips

The "Contact" is published eight times per year: September, October, November, January, February, March, April and May. The deadline for Newsletter articles is the 10th of the previous month.

Calendar of Events

Mark your calendar. You won't want to miss these!

SEPTEMBER

10 Cleveland Engineering Society will present a breakfast meeting on "Sterile Air and Desiccants," 7:30-9:30 a.m., at the Cleveland South Hilton at Rockside. Contact CES at (216) 361-3100, or via e-mail: www.cesnet.org for information and registration.

OCTOBER

7 PES/IAS will sponsor a tour of Ford Engine Plant #2 in Brookpark, OH. Optional lunch will follow at the Bomber Squadron restaurant. Contact Steve Phillips, (216) 368-6248 or via e-mail: smp2@po.cwru.edu for reservations, by October 4.

20 IAS meeting on "Position Estimation in Induction Machines Using High Frequency Signal Injection and Magnetic Saliency Information— a Sensorless Control Technique." Speaker: Barb Kenny, NASA. Meeting location: Hofbrau Haus, 1400 East 55th Street, Cleveland, OH. Optional lunch, \$7.50 (German Buffet), 11:30 a.m. Contact Carl J. Dister, IEEE IAS Section Chairman via e-mail: CarlDister@ieee.org or by phone: (440) 255-2977 X 739.

