

# GRADUATE PROGRAMS

INTELLECTUAL PROPERTY  
COMMERCE & TECHNOLOGY



FRANKLIN  
PIERCE  
LAW  
CENTER

PIERCE  LAW  
FRANKLIN PIERCE LAW CENTER

INSPIRING EXCELLENCE

PIERCE LAW,  
AN INNOVATIVE LEADER  
IN LEGAL EDUCATION,  
PROVIDES ITS STUDENTS  
WITH THE SKILLS TO  
LEAD AND  
SERVE, AND  
TO MEET  
THE EMERGING NEEDS  
OF A  
GLOBAL SOCIETY.

-Mission Statement



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# INSPIRING EXCELLENCE



Professor William O. Hennessy, chair

Franklin Pierce Law Center is a recognized leader in graduate education for intellectual property and technology law professionals. Since 1986 Pierce Law has offered a master's degree in intellectual property for university graduates interested in the promotion and protection of valuable intellectual property assets. From our first class of 10 students, primarily patent and trademark specialists, it was evident that Pierce Law had created a student-centered program destined to have significant impact on the intellectual property community. In 1996 Pierce Law expanded its graduate program to include a Master of Laws degree for students who had already earned a law degree and in 2003 a new commerce and technology concentration was created to expand the existing intellectual property program. Today, students from around the world come to study with an intellectual property and technology law faculty recognized for its academic excellence and its global focus.

## OVERVIEW

The Pierce Law Master of Laws in Intellectual Property, Commerce and Technology, and Master of Intellectual Property, Commerce and Technology represent the best education for IP specialists available anywhere.

We work with intellectual property organizations worldwide to insure our courses represent the cutting-edge law of the IP community. We also present two concentration options, one in intellectual property and the other in commerce and technology, providing students the flexibility to further

concentrate their academic endeavors. While the two concentrations share many core courses, there are advanced courses specific to each program path.

An original goal of Pierce Law graduate programs was to foster a worldwide network of intellectual property professionals who could work with American companies and lawyers, and who could deal effectively with governments, corporations and law firms in the

areas of patents, trademarks and copyrights. Pierce Law alumni now work in over 85 countries around the globe, interacting with one another frequently and on many different levels.

Choose Pierce Law for your professional education. Our goal is to inspire excellence at all levels.



# INTELLECTUAL PROPERTY DEGREE PROGRAMS



Intellectual property law encompasses patents, trademarks, copyrights, licensing and trade secrets, as well as protections for new technologies. Students at Pierce Law learn what intellectual property is, how and why to protect it, and how best to use it effectively.

## **Master of Intellectual Property, Commerce and Technology (MIP/CT) and Diploma in Intellectual Property (DIP)**

The Pierce Law Master of Intellectual Property, Commerce and Technology (MIP/CT) program was the first in the United States to provide legal training in intellectual property for technology managers and patent examiners as well as lawyers. Over the past few years there have been significant changes in the intellectual property world, and our degree program has been updated to reflect those changes. We now offer two concentrations in our master's program. One, the intellectual property (IP) concentration for those students who desire to concentrate in a more traditional IP focus, and the other, the commerce and technology (C&T) concentration for those students more interested in new information technologies and the business aspects of IP. While the two programs share a core of common courses, -each concentration is designed to give students the maximum flexibility in designing an academic experience that best fits their needs.

A one-year interdisciplinary program, the Pierce Law Master of Intellectual Property, Commerce and Technology prepares students for a career in intellectual property by focusing on the acquisition of both substantive knowledge and practical skills. This is accomplished through an innovative mix of academic courses and internships with corporations, law firms, and governmental agencies. Both the master's degree and the six-month Diploma in Intellectual Property (DIP) are designed for lawyers, law students, business executives, patent and trademark examiners, practitioners and administrators, technology managers and others involved with licensing between entrepreneurs, universities, corporations, and government laboratories. Students enrolled in the MIP/CT and DIP programs attend classes with JD students and may engage in practical internships at law firms and corporate intellectual property departments.



### **Master of Laws in Intellectual Property, Commerce and Technology (LLM)**

The Master of Laws in Intellectual Property, Commerce and Technology (LLM) is an academic degree designed for law graduates only. Here too the student can concentrate in either intellectual property or commerce and technology. The LLM candidate must complete 30 hours of resident coursework.

### **Joint Juris Doctor - Master of Intellectual Property, Commerce and Technology (JD - MIP/CT)**

The joint Juris Doctor and Master of Intellectual Property, Commerce and Technology degree program incorporates the comprehensive curriculum of the MIP/CT degree with a thorough and well-rounded legal education.

The joint program leads to the award of both the JD and MIP/CT degrees in three years. A combination of elective courses and externship opportunities encourages students to design a program in their specific field of interest. Students may select a concentration in intellectual property or commerce and technology while enrolled in the Juris Doctor program.

Pierce Law's unique externship program offers JD students an excellent opportunity to obtain first-hand experience while working under the supervision of experienced attorneys, judges, corporate counsel, legislators and lobbyists. Externships provide JD students the opportunity to "bridge the gap between study and practice" by working at private law firms, major corporations and state agencies throughout the United States.



# SUMMER INSTITUTES AND CLINICS



## In 2003 ALL seminar topics included:

Alternative Dispute Resolution  
Biotech Licensing  
Collateral/Character Licensing  
Ethics in Licensing  
Export Control Compliance  
Franchising  
Government Licensing  
Intellectual Property Misuse and Antitrust Law  
Intellectual Property Taxation  
Intellectual Property Valuation  
Licensing as a Business  
Licensing in the European Community  
Licensing in the Far East  
Software Licensing  
University Licensing

## Intellectual Property Summer Institute (IPSI)

The Intellectual Property Summer Institute (IPSI) offers a selection of academic courses covering U.S. and international intellectual property laws, and a one-week interactive course in Mediation of Intellectual Property and Commercial Disputes. The academic courses cover such topics as telecommunications, entertainment law, copyright and multimedia law, and various courses which offer students the opportunity to study intellectual property in the context of specific industries. Other courses relate specifically to licensing or financing of intellectual property, including valuation of intellectual property, and electronic commerce. For more information on the most recent IPSI or upcoming summer programs, please visit our website at [www.piercelaw.edu](http://www.piercelaw.edu).

Pierce Law's annual summer programs include the Intellectual Property Summer Institute (IPSI), the Pierce-Tsinghua University Intellectual Property Summer Institute (CHIPSI), and the Advanced Licensing Institute (ALI). These institutes offer class discussion on current topics and trends facing intellectual property managers, lawyers and law students.

## Advanced Licensing Institute (ALI)

Immediately following the Intellectual Property Summer Institute, Pierce Law presents an intensive four-day overview of licensing practice worldwide, the Advanced Licensing Institute (ALI). ALI offers attorneys, technology managers, entrepreneurs and students from the United States and abroad an opportunity to exchange information and perspectives, and to network in an academic environment designed to promote a free flow of information and ideas.

## Pierce-Tsinghua University (China) Intellectual Property Summer Institute (CHIPSI)

The Pierce-Tsinghua University Intellectual Property Summer Institute is the first program offering ABA-accredited courses in intellectual property law in China. The first annual CHIPSI program was held in June and July, 2002 at the School of Law, Tsinghua University, in Beijing and at Jiaotong University in Xi'an, China. Students enrolled in up to six credits of coursework in International Intellectual Property Law, Introduction to Chinese Intellectual Law, Introduction to Chinese Law and Legal System; IP, Entrepreneurialism and Foreign Direct Investment in China, or IP in Mergers and Acquisitions. The five-week program includes trips to courts, government intellectual property agencies, and cultural excursions.

## Consumer and Commercial Law Clinic

Students enrolled in the Consumer and Commercial Law Clinic assist clients in handling a variety of commercial law matters, which include consumer, copyright, and trademark protection issues. In particular, students counsel and represent individuals in state and federal cases and assist non-profit entities and individual artists and authors by pursuing copyright and trademark registrations. The Clinic also represents clients with small business matters in some cases, drafting license agreements and other contracts involving intellectual property.

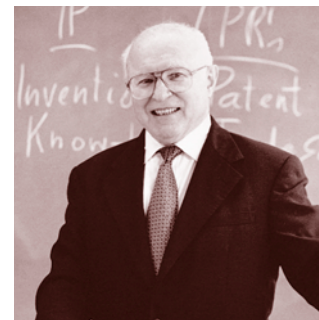
# KENNETH J. GERMESHAUSEN CENTER FOR THE LAW OF INNOVATION AND ENTREPRENEURSHIP

The Kenneth J. Germeshausen Center, created in 1985 through the generosity of Kenneth J. and Pauline Germeshausen, is the umbrella organization for Pierce Law's intellectual property specializations. Today the Germeshausen Center is a driving force in the study of national and international intellectual property law and the transfer of technology. The Center acts as a resource to business as well as scientific, legal and governmental interests in patent, trademark, trade secret, licensing, copyright, computer law, and related fields.

The Center bears the name of Kenneth J. Germeshausen, one of New England's pioneering inventors and professor of electrical engineering at Massachusetts Institute of Technology. Germeshausen was also co-founder of the international high technology firm of EG&G.

In keeping with the initial mission of the Center to improve, through training and research, the climate for commercialization of technology in the public interest, in 1987 Homer O. Blair, the Center's first director, initiated a series of policy-making seminars and conferences for the discussion of intellectual property and policy studies.

Professor Karl Jorda, the Center's current director, has continued in Blair's footsteps. Under Jorda's guidance and vision, the Center has gained worldwide recognition for its work in intellectual property. Acting as a round table for the exchange of innovative ideas and concepts, the Center draws an international audience of lawyers and administrators. Conferences held under its auspices address such topics as advanced licensing techniques, environmental technology transfer, international patent cooperation and the valuation of intellectual property.



Professor Karl Jorda

The Center conducts a range of research activities and cooperative initiatives in intellectual property. These include international faculty exchanges, library collection development, information exchanges, and research fellowships.



“I WILL **CHERISH** EVERY MOMENT SPENT AT PIERCE LAW.  
TO ME IT WAS MORE THAN A SCHOOL  
...IT WAS A HOME AWAY FROM HOME.”

Pooja Dodd, LLM '02  
New Delhi, India



## **Intellectual Property Library**

The Pierce Law Library houses the largest collection of legal materials in the state of New Hampshire, with a collection of over 200,000 hard copy and microform volumes. The Intellectual Property Library, which occupies one full floor of the library, maintains an extensive collection of United States intellectual property titles and has its own dedicated intellectual property librarian who actively seeks to acquire major English language intellectual property publications. In the spring of 1999 the World Intellectual Property Organization (WIPO) generously donated copies of all of its publications to the library and continues to provide Pierce Law with copies of all new publications. The WIPO gift greatly enhances the resources of the intellectual property library, creating the strongest domestic intellectual property collection in the country.

Library resources include all major formats: paper, microfilm, microfiche, CD-ROM, online, Internet, audio and video tapes. There are approximately 10,000 hardcopy volumes covering all aspects of U.S. and international property law and practice. The Pierce Law Intellectual Property Library has

also been designated as a U.S. Government Printing Office Depository Library and receives all significant publications of the Patent and Trademark and Copyright Offices.

Many online and CD-ROM services are available to students, including DIALOG, LEXIS/NEXIS, INTERNET, ORBIT/QUESTEL, WESTLAW, CASSIS search disks from the Patent and Trademark Office, the Matthew Bender Authority Series covering seventeen major treatise titles, United States Patent Quarterly and phone book disks for trademark searches.

## **Computer Center**

Several banks of computers are available in the library and elsewhere around the campus for student use. In addition to providing access to online services, these computers may also be used to run simulated arbitrations; prepare briefs, outlines or resumes; create databases for courses and research; or to work through a self-paced Socratic tutorial (TUTORS).

## **Internet Access**

Access to both national and international electronic mail is provided free to all students. An individual electronic mail address is

assigned to each student upon registration. Email stations are located prominently throughout the campus. Internet access is also widely available.

## **Legal Research**

All students learn proper research skills by attending an Introductory Legal Skills course and Pierce Law's unique Intellectual Property Research Tools course. Students learn the multiple access points for primary and secondary legal authority as well as how to find non-legal data used by intellectual property researchers. In addition, representatives from the major intellectual property database producers provide up-to-date information and training.

## **Intellectual Property Mall Website**

Pierce Law's website and the internationally recognized Intellectual Property Mall provide a unique collection of pointers to intellectual property resources. Continually updated by Pierce Law's intellectual property librarian, the IP Mall offers a comprehensive resource for inventors and entrepreneurs as well as professionals working in academia, business and science.

# ADMISSION INFORMATION



## **MIP/CT and DIP Admission Requirements**

Applicants to the MIP/CT and DIP programs must have a college or university level degree, or its equivalent in professional work experience. Applicants who are non-native speakers of English are required to attain a score of 550 (paper-based test) or 213 (computer-based) on the Test of English as a Foreign Language (TOEFL) or equivalent. Applicants are encouraged to take the TOEFL at an early date. TOEFL information is available on-line at [www.toefl.org](http://www.toefl.org), or from Pierce Law. The Pierce Law institutional code for reporting TOEFL scores is 3396. Pierce Law does not accept examination scores more than two years old.

MIP/CT and DIP applicants who intend to specialize in patent practice in the United States must have a degree in engineering, natural science or technology, or have the equivalent practical experience in order to qualify to become a patent agent in the United States. More information on eligibility requirements for the Patent Agent Examination is available from the Office of Enrollment and Discipline, U.S. Patent and Trademark Office, Box OED, Washington, DC 20231 USA. Tel: 703.308.5316 or at [www.uspto.gov/web/offices](http://www.uspto.gov/web/offices).

Admission to the JD program at Pierce Law Center is prerequisite to admission into the joint JD-MIP/CT program. Detailed information on all programs is available on our website at [www.piercelaw.edu](http://www.piercelaw.edu).

## **LLM Admission Requirements**

Applicants to the LLM program must have already been awarded an LLB, JD, or equivalent basic law degree prior to enrollment. Practicing attorneys and other law graduates may qualify for advanced standing in the LLM program based upon coursework taken in law school prior to completion of the basic law degree; i.e. some law courses taken prior to completion of the basic law degree may be applied toward the LLM.

## **Financial Assistance for MIP/CT, DIP, and LLM Programs**

Limited financial assistance is available to approximately 50 percent of each year's applicants who demonstrate financial need. U.S. participants may also be eligible for federally guaranteed student loans. Most non-U.S. participants are self-funded or funded by private sponsors. Others receive financial support from their home governments, foundations or international organizations.

Financial assistance from Pierce Law takes the form of partial tuition waivers. To be considered for Pierce Law financial assistance, non-U.S. applicants must show strong likelihood of success in completing the program and benefiting their home country. Applicants who are from nations in which the per capita gross national product is low or who are likely to bring unique contributions in the form of particular experience or expertise, and those who are from nations not previously represented at Pierce Law will be given preference in awarding financial assistance. Pierce Law will not provide stipends for living expenses or guarantee work opportunities.

All applicants, both U.S. and international, to any of Pierce Law's academic programs should contact the Admissions Office Franklin Pierce Law Center Two White Street Concord, NH 03301 USA for information on admissions and financial aid.



# STRATEGIC PARTNERSHIPS IN INTELLECTUAL PROPERTY EDUCATION



“THE TSINGHUA PROGRAM  
IS AN EXCELLENT BALANCE OF A  
CULTURAL EXPERIENCE  
AND AN EDUCATION.  
WE EXPLORED CHINA, AND LEARNED  
SOME LAW IN THE PROCESS.”

Thomas R. Miscio '04  
*Bethlehem, NH*

## Preparing Professionals for the Global Information Age

Pierce Law is at the forefront in establishing relationships with other intellectual property research and educational institutions around the globe. We recognized early on that intellectual property in the new century would become an increasingly global phenomenon and that information technologies, geographical and political boundaries would become increasingly inconsequential and problematic. Pierce Law has, in addition to drawing faculty and students from all corners of the globe, sought out strategic partner institutions and organizations in a number of nations. With these relationships as a foundation, Pierce Law created new curricula in cross-cultural negotiations, mediation, and arbitration, stressing these formats as the preferred vehicles for settling international intellectual property disputes. These activities demonstrate our commitment to improve the breadth and depth of intellectual property research and education in other academic institutions, both in the United States and abroad.

Another trend is equally important. Intellectual property practice is becoming more and more interdisciplinary. Exploitation of intellectual property assets to create wealth involves not only lawyers, but also business executives managing intellectual property assets, technology directors at the interface between the development of new technologies and their commercialization.



This process also involves economists analyzing the costs and benefits of adjusting intellectual property policies, government administrators tasked with implementing international intellectual property agreements, and non-governmental organizations and activists seeking recognition for new kinds of intellectual property assets for new producers of intellectual properties. Building on the experience of the interdisciplinary Master of Intellectual Property, Commerce and Technology (MIP/CT) program, Pierce Law actively partners with other academic organizations from disciplines outside the law, and with professional organizations devoted to improving the quality of practice in the intellectual property community.

***The following cooperative programs exemplify some of the relationships Pierce Law is expanding on today.***

## **CHINA**

In 1999 Pierce Law was awarded a grant by the United States Department of State's College and University Affiliation Program (CUAP) to establish a partnership in intellectual property education with Tsinghua University's new School of Law in Beijing. Near the heart of China's "Silicon Valley" in Zhongguancun, Tsinghua University is the premier science and technology education institution of China. Its new law school has a mission (in common with Pierce Law) to engage in research and education on issues at the interface of law and technology. Faculty and student exchanges are ongoing and, in the early summer of 2002, Pierce Law hosted the first of an ongoing series of five-week Intellectual Property Summer Institutes on the Tsinghua School of Law Beijing campus. The developing relationship between Pierce Law and Tsinghua University will benefit

students from both schools and foster a common understanding of intellectual property issues between the United States and China. Particular emphasis is placed on the role of intellectual property in the development of technology in government-funded and academic research institutions and how such technology can be effectively commercialized through venture investment, licensing, and the establishment of "spin-off" enterprises.

## **IRELAND**

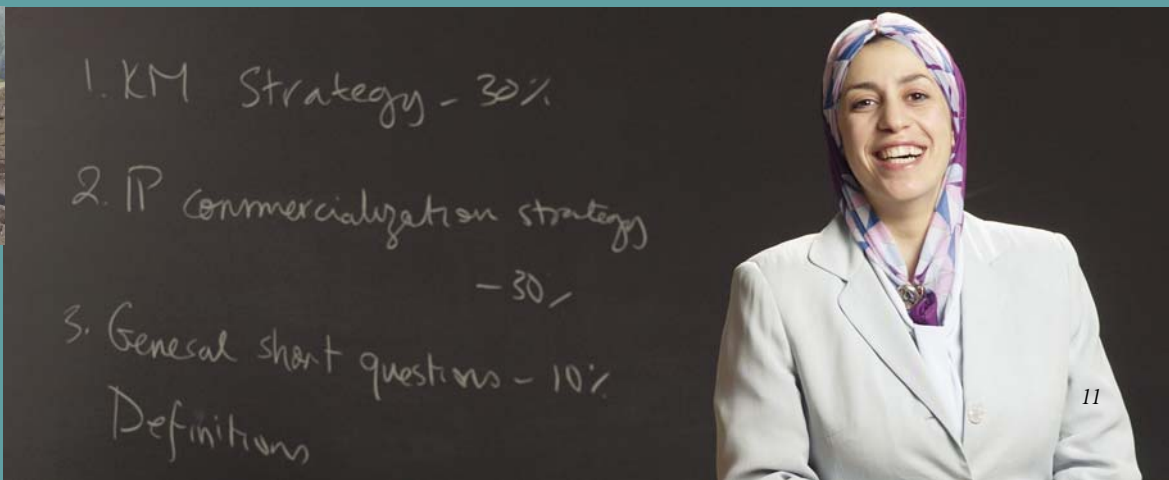
Pierce Law is currently coordinating a joint summer educational institute with University College Cork Faculty of Law in Cork, Ireland. Focused on information-age legal issues at the junction of commerce and technology, the inaugural program will be held during the summer of 2005.

## **KOREA**

Pierce Law has maintained a cooperative program with the International Intellectual Property Training Institute (IIPTI) in Daeduk, Korea since 1990. Established by the government of South Korea, students enrolled in courses at IIPTI may transfer up to 13 credits of course work toward the 30 credits needed to earn the MIP degree from Pierce Law.

## **LATIN AMERICA**

Beginning in 1995 Pierce Law, in cooperation with the Latin American Asociación Interamericana de la Propiedad Industrial (ASIFI), has conducted a summer scholarship program for students from Latin American law schools. Each year, ASIFI sponsors an essay contest with the winner receiving a full scholarship to the Intellectual Property Summer Institute.



“...IN ADDITION, STUDENTS BRING TO THE CLASS PRACTICAL KNOWLEDGE AND EXPERIENCE FROM MORE THAN **40 DIFFERENT COUNTRIES.**”

Taeksung Kim, JD/MIP/CT '04  
*Seoul City, Korea*



## UNITED NATIONS

Since 1995 Pierce Law has conducted a Visiting Scholars Program in conjunction with the World Intellectual Property Organization (WIPO) in Geneva, a specialized agency of the United Nations. Over the past few years, WIPO scholars from Africa, China, Cote d'Ivoire, Gambia, Egypt, India, Jordan, Malawi, Mongolia, Nigeria, Nepal, Papua New Guinea, Saudi Arabia, South Trinidad, Sudan and Switzerland have been in residence at Pierce Law. Faculty members from Pierce Law also serve on the Advisory Board of the WIPO Worldwide Academy, which is intended to become a key institution in international intellectual property education. Discussions on future cooperation are ongoing with other academic institutions in Asia, Africa, Latin America and the Middle East.

## UNITED STATES

Pierce Law has always had a strong academic interest in expanding the established understanding of just what constitutes intellectual property. In recent years Pierce Law has worked hard to develop a broader understanding of not just what intellectual property law is and the subject matter it protects, but also to promote development of strategies to protect intellectual property assets and to exploit those assets to create new wealth in what has become a global marketplace. The synergy between law, technology, and management is the topic of several innovative courses in Pierce Law's intellectual property curriculum. Using a broad range of courses in intellectual property management, licensing of technology, valuation of intellectual property, drafting of intellectual property legislation, and intellectual property finance as a springboard, Pierce Law has established a limited student exchange program with the Tuck School of Business of Dartmouth College. This program allows students from both institutions to explore the relationship between law and management so they can provide more effective counsel to entrepreneurs and other intellectual property owners. This broad "law-business interface" – not just the courtroom – is the future of intellectual property protection.



# CAREER SERVICES



Career Services provides students individualized assistance in determining career options and making professional choices. This assistance helps students gain experience in writing resumes and cover letters, credentialing, networking, and interviewing skills through both private counseling sessions and group workshops. Information and advice on writing opportunities, area job fairs and scholastic competitions is also available from Career Services.

Career Services is open to all Pierce Law students. However, non-U.S. citizen students need to be aware that there may be limited job opportunities available to them in the U.S. Many employers will not consider an international student for a position because of their concerns regarding work restrictions, visa regulations, lack of an American JD degree, and the inability to be licensed to practice law in certain jurisdictions.

## INTELLECTUAL PROPERTY STUDENT ORGANIZATIONS AND ACTIVITIES

### **Student Intellectual Property Law Association (SIPLA)**

SIPLA serves as an information and resource center for students interested in intellectual property. It provides a forum for students to address current intellectual property issues and access to additional academic opportunities focused for IP related career advancement.

### **Licensing Executives Society, USA/Canada (LES)**

LES is a worldwide organization of over 9,000 licensing professionals. Pierce Law is the home of the first and only LES student chapter of this important association of business executives and other professionals involved in technology transfer and licensing of intellectual property.

### **IDEA: The Journal of Law and Technology**

Pierce Law publishes a JD-student edited quarterly journal entitled *IDEA: The Journal of Law and Technology*, which features articles on current intellectual property issues.

### **Brown Bag Lunches**

Students gather informally with faculty, students and staff for an informative cultural exchange at "Brown Bag Lunches." Students present brief lectures about their country's culture, customs, economics and government, as well as intellectual property issues in their country. Often students from the same country will work together to prepare special foods native to their homeland to be enjoyed during the presentation.



# CAMPUS AND COMMUNITY

The city of Concord (population 40,000), New Hampshire's state capital, is centrally located and home to the state's legislative offices (the State Capitol Building and the Legislative Office Building), New Hampshire's State courts and the U.S. First District Federal Court. Concord's diverse cultural and historic sites include the Museum of New Hampshire History, the Christa McAuliffe Planetarium, the Audubon Society of New Hampshire and the Capitol Center for the Arts. Concord's location is ideal for participating in any number of cultural, sports or tourist activities. The city is located

one hour north of Boston with its major airport, many parks, theaters, museums and shopping areas; one hour west of the Atlantic Ocean; and one hour south of the White Mountains with the numerous ski areas, hiking trails and other athletic opportunities they provide. Concord is also only a five-hour drive from the "old-world" atmosphere of Montreal.

Pierce Law is situated beside century-old White Park in a residential neighborhood just a few blocks from the city's Main Street, state

office buildings, shops, and restaurants. Many students live in older homes, divided into one- and two-bedroom apartments, within walking distance of Pierce Law facilities. Several apartment complexes are also located within a short drive. School assistance in locating housing for students and their families is readily available.



## GENERAL INFORMATION



From the small city of Concord, Pierce Law serves a global student community. Our graduate students come from all parts of the world, including African nations, the Americas, Asia, Europe, and the Pacific Rim. The student body is generally comprised of 450 students, about 40 percent of whom specialize in intellectual property or related law. Our alumni practice in every state and in more than 85 countries around the world.

Pierce Law does not discriminate on the basis of sex, age, race, color, religion, ethnicity, disability, marital status, national origin or sexual orientation in admission, employment, or participation in Pierce Law's programs and activities.

The person designated to handle inquiries regarding Pierce Law's nondiscrimination programs is Fran Canning, Franklin Pierce Law Center, Two White Street, Concord, NH 03301 USA; Telephone 603.228.1541; Fax 603.228.5682; E-mail [fcanning@piercelaw.edu](mailto:fcanning@piercelaw.edu)

Inquiries concerning the application of nondiscrimination policies may also be referred to the Regional Director, U.S. Department of Education, Office for Civil Rights, JS McCormack Post Office and Court House Building (POCH), Room 222, Boston, MA 02109-4557.

The information in this brochure is accurate as of publication in April 2004. For more information, please visit our website at [www.piercelaw.edu](http://www.piercelaw.edu). If you have any additional questions concerning Pierce Law Intellectual Property programs, please contact us at:

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### **Graduate Programs**

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**Design**

*William Tell Designs  
Mont Vernon, NH*

**Photography**

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Portsmouth, NH*

*Wild Bill Studios  
Manchester, NH*

**Printer**

*Murphy & Associates  
Stowe, VT*



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