

**Euan R. S. Morton**

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**SUMMARY:** Professional business and intellectual property researcher and analyst. Research strengths in the former include general company research, competitive intelligence and market research. Regarding patent research is experienced with patentability, novelty and other types of search, focusing on the areas of Information Technology, Also, skilled in trademark research both U.S. and global while, substantial library experience includes excelling at reference, including an early virtual reference project and working with various computer applications. Highly regarded as a problem solver with a commitment to quality, team productivity and client service. In addition, has multiple years in computing with a variety of languages, systems and application.

**PROFESSIONAL EXPERIENCE**

**LIBRARIES/RESEARCH**

**Intellectual Property Research:**

- Nerac, Analyst, 2006-2009  
(patent and trademark research and analysis for varying sized global clients)

**Business Research:**

- Nerac, Analyst, 2006-2009  
(company, product & competitive intelligence research for clients worldwide)

**Reference Librarian**

- Brighton, Henrietta, Pittsford, Mendon, Niagara Falls Public Libraries 1996-1998

**Trainer**

(examples: medical virtual reference project; HTML course)  
- Science Division, Rochester Public Library 1997  
- Niagara Falls Public Library 1996-1997  
- Miner Medical Library, Strong Medical Center 1995

**Librarian (Computer/General)**

(examples: assisting with running library; supervising staff; maintaining computers)  
- Niagara Falls Public Library 1996-97  
- Mendon Public Library 1996  
- Career Development Services 1995

**Memberships**

PIUG: Patent Information Users Group  
RRLC: Rochester Regional Library Council  
SLA: Special Libraries Association  
SCIP: Society of Competitive Intelligence Professionals

**INFORMATION TECHNOLOGY**

**Webmaster:**

(examples: daily posting of information for customers; upgraded file upload process)

- Student Loan Corporation/CitiGroup 2005
- Global Service Net/Xerox (Ciber) 2001-2003

**Web developer on site upgrades:**

(example: both sites' migration to SQL Server finished ahead of schedule)

- Magnatag (Entre Computer Services) 2005-2006
- Izzo Golf (Wellington Steele) 2005

**Web developer on client projects**

(example: interfaced with internal Xerox customers for requirements)

- Syracuse University 2006
- Entre Computer Services 2006
- Xerox (Ciber) 2003-2004

**Web developer on product projects**

(example: constructed Order Manager section of online mall)

- PaeTec Online 1999-2000 / eCommerce
- Xerox (Telperion) 1997-1999 / Printer interfaces

**Education**

Masters in Library Science

State University of New York (SUNY) at Buffalo, Buffalo, NY

Diploma in Information Technology

University of Stirling, Stirling, Scotland, UK

Bachelor of Arts, Major: Archaeology

University of Edinburgh, Edinburgh, Scotland, UK

**Other courses**

Thomson: Trademark.com (2007)

Hoovers: Hoovers (2007)

Rochester Regional Library Council: Search / RSS / Gale / Leadership (2005-2006)

**Publications/Presentations**

'Batteries, Bacteria & Beer: In the Quest for Energy, Microbes Might Make a Difference'  
paper by Euan Morton and Wendy Dickerson, March 2008

'Wireless Medical Devices: Market Trends and Potential Threats' Webinar presented by  
Scott Taper, Euan Morton & Kyle Lotring, November 2008