



## Robert M. Gerstein

Partner

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For clients in a wide range of industries, Robert M. Gerstein prepares, negotiates and resolves disputes relating to patent, trademark, development and other intellectual property agreements, counsels on all aspects of intellectual property and provides legal opinions. Building on over 25 years of experience, he treats each client individually, delving into their business and culture to provide advice that is not only the most legally advantageous, but is also practical and economical. The business perspective that put him on the Firm's executive committee, along with his technical know-how from training as a nuclear engineer, enable him to deliver in-depth advice on a range of issues faced by intellectual property intensive companies. As a result, he has earned acclaim as one of the "World's Leading Intellectual Property Strategists" by *Intellectual Asset Management (IAM)* magazine.

Mr. Gerstein has been selected as one of the "World's Leading Patent Practitioners" from 2012-2016 and as one of the "World's Leading Intellectual Property Strategists" for several years by *Intellectual Asset Management (IAM)* magazine. Mr. Gerstein is listed in the Martindale-Hubbell® 2009 Bar Register of Preeminent Lawyers and was also awarded its AV Peer Review Rating™. In 2013, he was recognized as a "Top Rated Lawyer in Intellectual Property" by *American Lawyer Media (ALM)* and Martindale-Hubbell. He has been selected by the *Chicago Law Bulletin's* Leading Lawyer Network as a "Leading Lawyer," was voted an Illinois Super Lawyer and was selected by his peers for inclusion in *The Best Lawyers in America*® 2013-2017 in the practice area of Patent Law. Mr. Gerstein was named an "IP Star" in *Managing IP's IP Stars Survey* (fka the *World IP Handbook and Survey*) from 2014-2016.

### Practices

- Copyrights
- IP Litigation
- IP Transactions
- Patent Prosecution
- Post-Grant Patent Proceedings
- Trade Secrets
- Trademarks

### Industries

- Cleantech & Renewables
- Consumer Products
- Internet & Cyberlaw

- Industrial & Mechanical Technologies
- Medical Devices
- Non-Profit Technology Transfer

## Representative Experience

- An information technology development company's largest customer decided it needed a formal agreement to cover the services provided. Most importantly, covering who would own and use the intellectual property related to what was developed. Marshall, Gerstein & Borun negotiated a Master Services Agreement that kept the client's biggest customer happy, ensuring that the intellectual property provisions allowed the client to maintain its other relationships and provided a platform for future growth.
- When a large telecommunications company was sued by another large competitor, Marshall, Gerstein & Borun helped develop an offensive strategy that went far beyond defending the lawsuit. We advised the client regarding third-party patents that could be asserted against the competitor, drafted and negotiated agreements with the third parties to acquire several patents, and asserted the patents against the competitor. That strategy led to a favorable settlement for the client without the need for time-consuming and expensive trials.

Mr. Gerstein has handled transaction and opinion matters for many client technologies, including:

- Computers and software
- Pharmaceuticals
- Medical devices
- Vacuum cleaners
- Superconductors
- Video games
- Radio frequency filters

## Background and Credentials

In addition to his client counseling and work on transactions and licenses, Mr. Gerstein is involved in patent, trademark, copyright, unfair competition and contract litigation. He has prepared numerous legal opinions for clients, primarily involving contract interpretation, patent validity, patent infringement or patentability. He has also conducted due diligence for intellectual property transactions, as well as the intellectual property aspects of mergers, acquisitions and public offerings.

His experience also includes patent and trademark prosecution. The patent prosecution work relates to U.S. foreign and international patent applications and has included reexaminations, *inter partes* reviews and appeals before the Board of Patent Appeals and Interferences.

Mr. Gerstein strives to get a deep understanding of each client's business and technology, and integrate all aspects of IP with the organization's business goals. The best solution for one client may not work for another due to their size, corporate cultures, product types and competitive landscape. Applying a concerted and analytical approach, he uncovers as much as possible about the client and the marketplace. That method leads to recommendations that the client can most easily use, while still affording the best legal protection.

He has been with Marshall, Gerstein & Borun since 1988 and has been a partner since 1995. Mr. Gerstein has served on the Firm's Executive Committee for more than a decade and currently serves as Chair of the Firm's Finance Committee and Chair of the Firm's Technology Committee.

In 1988, Mr. Gerstein graduated from The University of Michigan Law School, *cum laude*, and received his B.S.E., with honors, in Nuclear Engineering from the College of Engineering at the University of Michigan in 1985.

## Education

- The University of Michigan Law School (J.D., *cum laude*)
- University of Michigan (B.S., *with honors*)
  - Nuclear Engineering

## Bar Admissions

- Illinois
- U.S. District Court, Northern District of Illinois
- U.S. Patent and Trademark Office
- Admitted to practice pro hac vice in various district courts throughout the U.S.

## Publications and Presentations

December 6, 2016

**"Supreme Court to Review Important Patent Exhaustion Decision"**

*Marshall Gerstein Alert*

April 6, 2016

**"Preparing Your Business for Investment or Sale: Critical Viewpoints on Closing the Deal"**

*CIMposium 2016*

February 15, 2016

**"Federal Circuit Sidesteps Supreme Court Twice in Exhaustion Ruling"**

*Marshall Gerstein Alert*

December 3, 2015

**"Preparing Your Business for Investment or Sale: Critical Viewpoints on Closing the Deal"**

*MATTER Panel Discussion*

June 22, 2015

**"Attorneys React To Supreme Court Patent Royalties Case" (featured quotes)**

*Law360*

August 6, 2013

**"Cover Story: Tech Patent Battles"**

*First Business*

July 2, 2013

**"Capitalizing on R&D"**

*CFO.com*

May 16, 2013

**"USPTO Cuts Threaten To Hobble Already Stressed Agency" (featured quotes)**

*Law360*

April 3, 2013

**"Cover Story: Patents vs. Generics"**

*First Business*

February 22, 2013

**"Cover Story: Cyber Slueth"**

*First Business*

July 31, 2012

**"Cover Story: Apple vs. Samsung"**

*First Business*

November 18, 2011

**"In Hot Patent Market, New Rules Expected to Spur Swifter Filings"**

*SmallBusinessExecutive*

October 4, 2011

**"Hospira's Plan For Generic Drug Draws Lawsuit From Abbott"**

*Crain's Chicago Business*

October 1, 2011

**"New Patent Law Highlights The Need For Speed"**

*CFO Magazine*

September 21, 2011

**"Patent Patience"**

*First Business, live video interview in nationally syndicated television program*

September 13, 2011

**"IP Lawyers See New Patent Law as Major Shift"**

*Chicago Daily Law Bulletin*

September 9, 2011

**"Patent Overhaul"**

*The Chicago Tribune*

August 22, 2011

**"Patent Reform"**

*First Business, live video interview in nationally syndicated television program*

August 3, 2011

**Financial Independence For The Patent Office**

*IPLaw360*

March 29, 2011

**Are Bayh-Dole's Best Days Over?**

*Law360*

2009

**"Licensing Strategies for Success"**

*Panelist at Corporate Intellectual Property Conference 4th Annual Meeting*

## **Community and Professional Involvement**

- American Bar Association (ABA)
- Chicago Bar Association (CBA)
- Illinois State Bar Association (ISBA)
- Intellectual Property Law Association of Chicago (IPLAC)
- American Bar Foundation
- Executives' Club of Chicago

## **Representative Matters**

*Ballard Medical Products v. Bissell Medical Products\**

U.S. District Court, District of Utah

Case Type(s): Patent Infringement

Area(s) of practice: Mechanical Arts

*Berfield\* v. White Consolidated Industries*

Case Type(s): Arbitration

Area(s) of practice: Intellectual Property Transactions

*Carrot Top, Inc. v. KES Irrigation Systems, Inc.\**

U.S. District Court, Northern District of Georgia

Case Type(s): Patent Infringement

Area(s) of practice: Mechanical Arts

*Directed Electronics, Inc. v. Code Alarm, Inc.\**

U.S. District Court, Southern District of California

Case Type(s): Patent Infringement

Area(s) of practice: Electrical Arts/Computer Software

*Dynamic Graphics, Inc.\* v. Goldmind Publishing*

Illinois State Court

Case Type(s): Copyright Infringement

Area(s) of practice: Copyrights

*Gatsby's Inc.\* v. Robert Bruce, et al.*

Illinois State Court

Case Type(s): Trademark Infringement

Area(s) of practice: Trademarks

*Ghirardelli Chocolate Company et al.\* v. Kroger et al.*

U.S. District Court, District of Oregon

Case Type(s): Trademark Infringement

Area(s) of practice: Trademarks

*Johnson & Johnson v. The Procter and Gamble Co.\**

U.S. District Court, District of Colorado

Case Type(s): Patent Infringement

Area(s) of practice: Chemistry/Chemical Engineering

*JVM Innovations, LLC v. Spalding & Evenflow Companies v. Kolcraft Enterprises, Inc., et al.\**

U.S. District Court, District of Ohio

Case Type(s): Trade Secrets, Unfair Competition

Area(s) of practice: Mechanical Arts, Trade Secrets

*Kitchens of Sara Lee, Inc.\* v. Sar A Lee, Inc.*

U.S. District Court, Northern District of Illinois

Case Type(s): Trademark Infringement, Trade Dress

Area(s) of practice: Trademarks

*Nabisco, Inc. v. Trolli, Inc.\**

U.S. District Court, District of New York

Case Type(s): Trade Dress

Area(s) of practice: Litigation

*National Gypsum Co.\* v. Centex American Gypsum*

U.S. Bankruptcy Court, Northern District of Texas

Case Type(s): General Civil Litigation

Area(s) of practice: Litigation

*Oscar Mayer v. Sara Lee\**

U.S. District Court, Eastern District of Wisconsin

Case Type(s): Trademark Infringement, Trade Dress, Patent Infringement

Area(s) of practice: Mechanical Arts

*Oscar Mayer, Inc. v. Sara Lee Corp.\**

U.S. District Court, Eastern District of Wisconsin

Case Type(s): Copyright Infringement

Area(s) of practice: Litigation, Copyrights

*Paddock Pool Equipment, Inc.\* v. Kiefer*

Chancery Division, Circuit Court of Cook County

Case Type(s): Patent Infringement

Area(s) of practice: Mechanical Arts, Litigation

*Precor Incorporated v. Sports Art Industrial Co., LTD\**

U.S. District Court, Washington

Case Type(s): Patent Infringement

Area(s) of practice: Litigation, Mechanical Arts

*Schwinn Cycling and Fitness\* v. Mad Dogg Athletics*

U.S. Bankruptcy Court, Colorado

Case Type(s): General Civil Litigation

Area(s) of practice: Litigation

*Sitrick\* v. Electronic Arts, Inc.*

U.S. District Court, Chicago

Case Type(s): Patent Infringement

Area(s) of practice: Electrical Arts/Computer Software, Litigation

*Sitrick\* v. Nintendo of America, Inc. and Sega of America, Inc.*

U.S. District Court, Northern District of Illinois

Case Type(s): Patent Infringement

Area(s) of practice: Litigation, Electrical Arts/Computer Software

*Stars Beverages v. Ghirardelli Chocolate Company\**

U.S. District Court, Minnesota

Case Type(s): Trademark Infringement

Area(s) of practice: Trademarks, Litigation

*The Bradbury Company\* v. ASC Machine Tools, Inc.*

U.S. District Court, District of Kansas

Case Type(s): Patent Infringement

Area(s) of practice: Litigation, Mechanical Arts

*The Procter & Gamble Company\* v. ICD Industries*

U.S. District Court, District of Pennsylvania

Case Type(s): Patent Infringement

Area(s) of practice: Mechanical Arts, Litigation

*The Procter & Gamble Company\* v. Johnson & Johnson*

U.S. District Court, District of Wisconsin

Case Type(s): Patent Infringement

Area(s) of practice: Mechanical Arts, Litigation

*Toro Co. v. McCulloch Corp.\**

U.S. District Court, District of Minnesota

Case Type(s): Patent Infringement

Area(s) of practice: Litigation, Mechanical Arts

*Virtual World Entertainments Music, Inc. v. Bob Bejan\* and Controlled Entropy\**

U.S. District Court, Northern District of Illinois

Case Type(s): Licensing

Area(s) of practice: Electrical Arts/Computer Software, Litigation, Trade Secrets

\*Party Represented