



Randall (Randy) G. Rueth

Partner and Chair, Electrical & Computer Technologies

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For a wide range of clients innovating in electronics, software products and processes, e-commerce and the insurance and financial services industries, Randall G. Rueth advances and protects the value of their technologies through skillful prosecution work, insightful analysis and opinions, as well as strategic counseling. Randy delivers a notable mix of skills: a quick technical understanding based on his training in electrical engineering and know-how on successfully applying his electrical engineering work within AT&T.

Randy has been named an "IP Star" in the *Managing Intellectual Property* IP Stars Survey since 2014. He has also been recognized as one of the "World's Leading Patent Practitioners" by *Intellectual Asset Management (IAM)* magazine and a "Leading Lawyer" by *Leading Lawyers*, a division of *Law Bulletin Media*.

Practices

- Patent Prosecution
- Post-Grant Patent Proceedings

Industries

- Artificial Intelligence
- Automotive & Transportation
- Cleantech & Renewables
- Electrical & Computer Technologies
- Insurance & Financial Services
- Internet & Cyberlaw
- Medical Devices

Recent Client Work

- Successfully obtained patent protecting specialized software to divide tasks and centralize pharmacy functions for a large national firm. The result was a major advantage for the company because it allowed small town pharmacies to stay open 24 hours and redefined pharmacist roles to work more closely with customers.
- Gained patent for new and easier way to manage flexible spending accounts.
- Conducted worldwide patent search to assist financial services giant in navigating around pre-existing products so they could distinctively meet demand for new customer products and services.
- Secured patents for computer-aided cancer detection software used on x-ray machines.

Representative Experience

On behalf of Fortune 100 companies, Randy has managed numerous global patents related to front-end and back-end inventions involving complex web-based product orders, tracking, distribution, and accounting.

He has gained patents for risk management companies regarding business transactions related to electronically perfecting premium finance agreements, business practice audits, and portfolio management.

Randy has also handled matters in a wide variety of such products, systems and processes as:

- Computer software, architecture and networking
- Flash memory circuit design and fabrication
- Trading systems for financial products
- Telecommunications and switching architecture
- Modeling algorithms for pharmacy industry
- Internet applications and data management
- Healthcare information management software
- Extensible firmware interfaces for server networks
- Database management software
- Process control systems
- Electronic gaming technology
- e-commerce system architectures and business processes
- GPS navigational systems
- Medical imaging systems/software/methods in various modalities including X-Ray, 3D Computed Tomography, and Ultrasound
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Background and Credentials

Randy's varied experience also includes domestic and international patent portfolio management, patent validity and infringement analyses, due diligence analysis of patent portfolios, reexamination and opposition practice, and pre-litigation management of patent disputes. He is a strong leader who serves as Chair of the firm's Electrical & Computer Technologies Practice Group and Chair of the firm's Strategic Planning Committee.

His blend of skills and experience lets him do high-quality work efficiently so that the result is a good value for clients. The most satisfying element, however, comes when he can generate important benefits for them by opening opportunities from their innovations.

Prior to joining the Marshall Gerstein, he was a patent attorney with a patent litigation firm in Chicago.

He worked at AT&T from 1990 to 1995 as an electrical engineer and in technical sales. While there, he received AT&T's Engineering Achievement Award and AT&T's Sales Manager of the Year Award.

Randy graduated from DePaul University College of Law where he received his J.D. degree in May 1998. He graduated from University of Illinois in 1990 with a B.S. in electrical engineering and Western Illinois University in 1988 with a B.S., *cum laude*, in mathematics.

Education

- DePaul University College of Law (J.D.)
- University of Illinois, Urbana-Champaign (B.S.)
 - Electrical Engineering
- Western Illinois University (B.S., *cum laude*)
 - Mathematics

Bar Admissions

- Illinois
- U.S. District Court, Northern District of Illinois
- U.S. Patent and Trademark Office

Publications and Presentations

- "Patent & Licensing Strategy," Association of Corporate Counsel, RTP Chapter, Research Triangle Park, NC, October 16, 2019.
- "IPPulooza," Association of Corporate Counsel, RTP Chapter, Research Triangle Park, NC, February 22, 2019.
- "IP Update 2017," Association of Corporate Counsel, RTP Chapter, Research Triangle Park, NC, August 16, 2017.
- "Protecting Your Innovation in Today's High Tech Environment," Techweek Chicago: Founders House, June 22, 2017.
- "Ruling May Spur IP Lawyers to Rethink Business Model," Chicago Daily Law Bulletin, May 2010 (featured quotes).

Community and Professional Involvement

- Chair of the firm's Electrical & Computer Technologies Practice Group
- Chair of the firm's Strategic Planning Committee
- Chair of the firm's Finance Committee
- Executives' Club of Chicago