



## Jeremy R. Kriegel

Partner and Chair, Design Patents

Tel 312.474.9561  
jkriegel@marshallip.com

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Jeremy R. Kriegel, whose practice focuses on design and mechanical patent matters, personifies his belief that creativity doesn't end with the invention. *Chambers 2013* lists him as a "key individual" at Marshall, Gerstein & Borun LLP, praising the "thorough[ness] in his consideration of the issues and their potential impact on his client's business," and his "innovative insight and creative solutions." *Chambers 2012* says he "is known for his work in medical device patents. He is well-respected by his peers for his expertise in patent prosecution." Jeremy reliably guides clients in such industries as medical devices and consumer products, across all phases of the product life-cycle. His clients find he readily grasps complex IP rights and business issues, building from his training in mechanical engineering. Detail-oriented by nature, he navigates clients toward optimal business positions through careful counsel and forward-thinking intellectual property strategies. Jeremy's approach to design patents leverages clever strategies to obtain broad, yet practical, protection of ornamental designs for physical articles as well as static and dynamic graphical user interfaces.

Jeremy has been named an "IP Star" in the *Managing IP* IP Stars Survey since 2016, selected to Illinois Super Lawyers® for Intellectual Property since 2017, and honored as one of the "World's Leading Patent Practitioners" since 2017 by *Intellectual Asset Management (IAM)* magazine. He was also selected as a "Leading Lawyer" by the Law Bulletin Publishing Company. In 2024, Jeremy was selected for inclusion in *The Best Lawyers in America*® list in the practice area of Litigation–Patent.



### Practices

- Design Patents
- Patent Prosecution
- ITC 337 Investigations

## Industries

- Cleantech & Renewables
- Consumer Products
- Industrial & Mechanical Technologies
- Medical Devices
- Femtech

## Representative Experience

Jeremy secured numerous patents for a global innovator of automated bottling, labeling, and quality control systems. He coordinated patent applications on consumer packaging and injection molding innovations for a Fortune 100 company. Jeremy has obtained over 500 design patents for clients, including several animated graphical user interfaces for a global Internet solutions provider. He has also counseled several medical device developers and manufacturers through patent application processes and freedom to practice issues, carefully guiding the companies in the protection of significant advancements in catheters, dental instruments, orthopedic devices, breastpumps, and ostomy products. As a result, they were able to bring to market products that have helped many people realize increased comfort and dignity after surgery, as well as an improved quality of life. In addition, he served as patent interference counsel in cases ranging from paper shredders to window shade pull devices and steered an industry-leading maker of injection-molded components for drainage, septic tank components, construction and consumer products through a myriad of patent, trademark, copyright and trade secret issues, from early design through product launch and beyond. In balancing patentable opportunities with infringement clearance concerns, Jeremy eased this innovative company's products' route to significant market successes.

Jeremy has also guided company innovations in such areas as:

- Intravenous drug delivery systems
- Dental instruments
- Gravity-feed shelving
- Furniture components
- In-line bottling technology
- Ink jet printing technology
- Meat processing equipment
- Fluid control systems
- On-site waste systems
- Retail displays
- Railcar decking and door hangers
- Consumer products
- Hardware

- Manufacturing equipment technology
- Athletic technology

## Background and Credentials

Jeremy prepares and prosecutes U.S. and foreign patents in a wide range of mechanical technologies. He also helps lead companies' products to market by counseling on patent and trademark infringement, licensing, patent validity, right-to-make issues, and product marking. In addition, he is experienced in patent and trademark licensing, trademark litigation and prosecution matters, as well as Internet domain name disputes.

He has also represented clients in patent litigation matters, including participation in all phases of discovery, *Markman* hearings, and settlement negotiations.

His approach to securing patents begins with solid analysis and attention to detail. Then he leads clients through the process, simplifying complex issues for them. He works closely with them all along the way, being easily accessible to clients and helping them avoid pitfalls and realize commercial advantages within the nuanced, ever-changing world of intellectual property law.

Jeremy received his J.D. in 1995 from Washington University School of Law (St. Louis, MO). He received his B.S., with distinction, in mechanical engineering and a Certificate in Management Studies, with a concentration in public sector analysis, from the University of Rochester (Rochester, NY) in 1992, where he was inducted into the honors society *Tau Beta Pi*. While in law school, Jeremy served on the law review editorial board as Notes and Comments editor for the *Washington University Journal of Urban and Contemporary Law*, and served as a law clerk to the Hon. Edward M. Thomas of the Wayne County Circuit Court in Detroit.

## Education

- Washington University School of Law (J.D.)
- University of Rochester (B.S., *with distinction*)
  - Mechanical Engineering
- University of Rochester
  - Certificate in Management Studies, public sector analysis

## Bar Admissions

- Illinois
- Michigan
- U.S. Court of Appeals, Federal Circuit
- U.S. Court of Appeals, Seventh Circuit
- U.S. Patent and Trademark Office

## Publications and Presentations

July 24, 2023

**"Should You Get on the Patent Prosecution Highway?"**

*Law360*

March 9, 2022

**Highlights from Joint Proposal for Harmonization of GUI Design Protection**

*Marshall Gerstein Insights*

August 30, 2021

**U.S. Supreme Court Narrowed the Application of Assignor Estoppel to Known Claim Scope**

*Marshall Gerstein Alert*

April 9, 2021

**"Who's Design Is It Anyway? – IP Protection Strategies"**

*University of Florida Interior Design Program, College of Design, Construction & Planning*

April 1, 2021

**"Intro to Patents – A Primer for Engineering & Pre-Law Students"**

*University of Rochester – ASME, Tau Beta Pi, Mock Trial, and Pre-Law Society student groups*

January 6, 2021

**"PROTECT YOUR TURF – IP Protection Issues in Landscape/Urban Design"**

*University of Florida Department of Landscape Architecture & Planning, College of Design, Construction & Planning*

November 29, 2020

**"What is in a (Domain) Name? The Importance of Consumer Perception"**

*HotelExecutive*

September 28, 2020

**"Riding The U.S. Patent System Roller Coaster"**

*Theme Park University*

July 19, 2020

**"When Robots Say "Enjoy Your Stay:" Patenting AI Solutions to Enhance Guest Experiences"**

*HotelExecutive*

January 21, 2020

**"Creative Use of Design Patents – IP Considerations and Strategies for Architects, Designers, Planners & Engineers"**

*University of Florida-Gainesville College of Design, Construction & Planning*

September 27, 2019

**"Preserving Patent Term Adjustment – There's No Time to Waste!"**

*Association of Legal Administrators Intellectual Property Conference*

June 24, 2019

**"Internal Inconsistencies Limit Design Patent Decision's Utility"**

*Law360*

June 4, 2019

**"A Bright Future for Brand Building with Packaging Design Patents"**

*Chief Packaging Officer*

January 3, 2019

**"Don't Expect Filing Disruptions If USPTO Shuts Down" (featured quotes)**

*Law360*

June 29, 2017

**"Major Departure at USPTO" (featured quotes)**

*Intellectual Property Magazine*

May 2017

**"Through the Looking Glass" (featured quotes)**

*Chicago Lawyer Magazine*

December 2, 2016

**"New EPO Requirements Regarding Patent Assignments"**

*Marshall Gerstein Alert*

October 18, 2016

**"IP Basics for New Attorneys and Non-IP Attorneys"**

*CBA Introduction to Patent, Trademark, and Copyright Law Seminar*

May 10, 2016

**"Hague Design Filings: Procedures and Strategies"**

*Cincinnati Intellectual Property Law Association*

February 17, 2016

**“Breakfast Briefings 2016”**

*Illinois Manufacturers’ Association*

November 18, 2015

**“Legal Issues”**

*AUTM Business Development Course – Medical Devices*

October 7, 2015

**“U.S. patent owners, get ready for the UPC”**

*World Intellectual Property Review*

June 5, 2015

**“Non-Patent IP Protection—There’s More Than One Way to Skin a Cat”**

*University of Michigan Early Tech Development Program – Ann Arbor, Michigan*

May 7, 2015

**“Design Protection Under the Hague Agreement”**

*Mountain View, California*

March 26, 2015

**“Paths to Allowance—U.S. After-Final Patent Prosecution Strategies”**

*Munich, Germany*

November 13, 2014

**“Avoiding Patent Prosecution Pitfalls Under *Edward Lifesciences v. Cook Medical*, and the AIA”**

*Association of University Technology Managers (AUTM) Business Development Course - Medical Devices*

March 3, 2014

**“5 Ramifications of USPTO Patent Owner ID Requirements”**

*Law360*

January 2014

**“IP Treaty Implementation—Answers to the Questions Patent Administrators Should be Asking”**

*Association of Legal Administrators webinar*

September 2013

**“The America Invents Act at Two Years”**

*Speaker at Association of Legal Administrators IP Retreat (Maryland)*

September 2012

**“The America Invents Act—What Patent Administrators Need to Know”**

*Keynote speaker at Association of Legal Administrators IP Retreat*

July-August 2012

**“Strategies to leverage Chinese patent subsidies”**

*Intellectual Property Magazine*

April 2012

**He lectured in London, UK and Munich, Germany in April 2012 on post-grant review under the America Invents Act.**

March 6, 2012

**“Is the Patent Office trying to price the AIA out of existence? - Drastic fee increases would discourage use of intended improvements to U.S. patent system”**

*InsideCounsel*

February 7, 2012

**“5 considerations when served with a post-grant review petition - Post-grant review under the America Invents Act—a new patent battlefront”**

*InsideCounsel*

January 10, 2012

**“First to File—It’s Not Just a Race to the Patent Office - As March 16, 2013 Approaches, The America Invents Act Will Alter Patent Filing Strategies”**

*InsideCounsel*

December 15, 2011

**“IP: We passed the America Invents Act—what next?”**

*InsideCounsel*

November 15, 2011

**“We Passed the America Invents Act—Now What?—Five Tips To Help Companies Prepare For The Impending Implementation Of The AIA’s Provisions”**

*InsideCounsel*

February 23, 2011

**“All Aboard For Post-Grant Patent Review In Detroit”**

*Law360*

January 2011

**“Five Benefits for Midwest Businesses from a Satellite US Patent Office”**

*Corp! Magazine*

September 2010

**“Jeremy R. Kriegel shares a glimpse of his non-lawyer side”**

*Chicago Lawyer*

8/25/2010, 8/26/2010

**“Patent Abstracts Are Not the Answer To Repatriating Jobs”**

*Patently-O, LexisNexis Patent Law Community Blog, The Wall Street Journal Guest Post and Advanced Biofuels Newsletter*

July 9, 2010

**“5 Tips For Managing A Complex Patent Portfolio”**

*Law360*

January 1, 2010

**“A Close Shave—In A 2-1 Decision, Gillette Gets A Second Chance At A Preliminary Injunction Against The Quattro® Razor”**

*IP Law 360—the Newswire for IP Professionals*

May 1, 2009

**“What You Need to Know About IP To Help Your Business Grow and Thrive”**

*America-Israel Chamber of Commerce, Young Entrepreneurs Forum*

April 28, 2009

**“Anatomy of a Patent Prosecution File History—Litigation Lessons from a Patent Prosecutor’s Desk”**

*Chicago Bar Association’s Intellectual Property Law Committee*

## **Community and Professional Involvement**

- Administrator/co-founder of University of Rochester Legal Connect alumni/student/faculty legal networking community.
- As a mentor on University of Rochester Meliora Collective, Jeremy mentors engineering, business, and law students from diverse backgrounds, providing insights as to IP and other STEM-related careers.
- A co-host for the inaugural Washington University in St. Louis Alumni Chicago Network virtual event "Networking with WashU Chicago Alumni" aimed to create links across the city with alumni working in a variety of industries.



- A presenter at the Deerfield High School STEAM Career Day, Jeremy introduced high school juniors and seniors interested in STEAM-related subjects to career paths in intellectual property law.
- To better understand a client's brewing technology, Jeremy obtained a Certificate from the Siebel Institute, Executive Overview of the Industrial Brewing Process.
- He has twice co-chaired the Chicago Bar Association's national moot court competition.
- A volunteer for the Chicago Intellectual Property Alliance (CIPA), Jeremy mentored law students interested in careers in intellectual property law and also judges high school science students on behalf of CIPA at the Chicago Science Fair.
- A volunteer practicing attorney "coach" for the Chicago Committee LegalTrek program in which he mentored college students from historically underrepresented groups, helping them to develop and hone contract negotiation techniques while encouraging them to attend law school and pursue careers in the legal profession.

## Representative Matters

*Advanced Interactive v. Matsushita, Thomson Consumer Electronics,\* et al.* (local counsel)

U.S. District Court, Northern District of Illinois

Case Type(s): Patent Infringement

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

*American Drillbox\* v. Beckett*

U.S. District Court, Eastern District of Michigan

Case Type(s): Patent Infringement

Area(s) of practice: Mechanical Arts

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

U.S. District Court, Eastern District of Washington

Case Type(s): Trade Secrets

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

*Belden Wire & Cable v. Cable Design Technologies, Inc. \*(local counsel)*

U.S. District Court, Northern District of Illinois

Case Type(s): Patent Infringement

Area(s) of practice: Mechanical Arts

*Black & Decker, Inc. v. The Coleman Company\**

U.S. District Court, Eastern District of Virginia

Case Type(s): Trade Secrets

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

*Cutting Edge Technology LLC v. Paradise Dental Technologies and Hu-Friedy Mfg. Co., Inc.\**

U.S. District Court, Southern District of Texas

Case Type(s): Patent Infringement

Area(s) of practice: Mechanical Arts

*Domestic Fabrics Corp. v. Sears, Roebuck and Co.\**

U.S. District Court, Eastern District of North Carolina

Case Type(s): Patent Infringement

Area(s) of practice: Mechanical Arts

*Hu-Friedy Mfg. Co., Inc.\* v. J&J Instruments, Inc.*

U.S. District Court, Northern District of Illinois

Case Type(s): Patent Infringement

Area(s) of Practice: Mechanical Arts

*Illinois Tool Works, Inc. v. Termax, LLC\**

U.S. District Court, Northern District of Illinois

Case Type(s): Patent Infringement

Area(s) of Practice: Design Patents, Mechanical Arts

*International Bay Clubs, Inc. v. Tone Products, Inc.\**

Trademark Trial and Appeal Board

Case Type(s): Opposition

Area(s) of practice: Trademarks

*Intervisual Communications, Inc. v. One Up, Inc., et al.\**

U.S. District Court, Northern District of Illinois

Case Type(s): Licensing

Area(s) of practice: Intellectual Property Transactions, Mechanical Arts

*Jefferson\* v. City of Chicago, et al.*

U.S. District Court, Northern District of Illinois

Case Type(s): General Civil Litigation

*Lai v. Palmer (Newell Window Furnishings)\**

Board of Patent Appeals and Interferences of US Pat. & TM Office

Case Type(s): Patent Interference

Area(s) of practice: Mechanical Arts

*Manders, M.D.\* v. McGhan, et al.*

U.S. District Court, Western District of Pennsylvania

Case Type(s): Patent Infringement

Area(s) of practice: Mechanical Arts

*Matlin (Fellowes) v. Aries (ACCO Brands)\**

Patent Trial and Appeal Board of US Pat. & TM Office

Case Type(s): Patent Interference

Area(s) of practice: Mechanical and electrical arts

*Schnadig Corp.\* v. International Furniture*

U.S. District Court, Northern District of Illinois

Case Type(s): Trademark Infringement

Area(s) of practice: Trademarks

*SmithKline Beecham, Inc. v. STS Overseas Trading LLC\**

Trademark Trial and Appeal Board

Case Type(s): Opposition

Area(s) of practice: Trademarks

*Termax, LLC\* v. Illinois Tool Works, Inc.*

U.S. Patent & Trademark Office – Patent Trial and Appeal Board

Case Type(s): Inter Partes Review

Area(s) of Practice: Mechanical Arts

*Termax, LLC\* v. Illinois Tool Works, Inc.*

U.S. Patent & Trademark Office – Patent Trial and Appeal Board

Case Type(s): Inter Partes Review

Area(s) of Practice: Design Patents

*Think Green LLC d/b/a Haakaa v. Medela AG and Medela LLC\**

U.S. District Court, Northern District of Illinois

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

Area(s) of Practice: Design Patents, Trademark

*Tuf-Tite, Inc.\* v. Federal Package, Inc.*

U.S. District Court, Northern District of Illinois

Case Type(s): Patent Infringement (declaratory judgment)

Area(s) of practice: Mechanical arts

*Tuf-Tite, Inc.\* v. Polylok, Inc., et al.*

U.S. District Court, Northern District of Illinois

Case Type(s): Patent Infringement

Area(s) of practice: Mechanical Arts

*Ty, Inc. v. Salvino, et al.(local counsel)\**

U.S. District Court, Northern District of Illinois

Case Type(s): Copyright Infringement

Area(s) of practice: Copyrights

*Vovomart (HK) Enterprises Co., Ltd. et al. v. Office Kick, Inc.\**

U.S. Patent & Trademark Office – Patent Trial and Appeal Board

Case Type(s): Post Grant Review

Area(s) of Practice: Mechanical Arts

\*Party Represented