MARSHALL GERSTEIN

Robert (Rob) S. Jacobson

Partner

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Robert S. Jacobson provides a broad spectrum of intellectual property-related services to a diverse set of clients who are unequivocal leaders in their sectors. Rob has valuable industry perspective that allows him to provide comprehensive counsel in a number of technology areas, including digital communications, wireless devices, and telephony.

A former engineer who spent five years in the telecommunications sector, Rob's unique insight has shaped how he practices law. Rob has a strong understanding of his clients' underlying technology and how it works. His clients trust him with a broad range of intellectual property matters, including patent drafting, patent prosecution, developing product strategy, infringement analysis, and serving in an in-house counsel capacity. A dynamic intellectual property attorney, Rob also provides counsel on open source software compliance, and is involved with using data analytics to help identify portfolio management and patenting strategies.

Rob's engineering background often allows him to provide more meaningful and substantive advice than other lawyers who may have less industry experience. To that end, Rob is readily able to understand, assimilate, and fill in the blanks when clients provide him with technical information. Rob prides himself on being able to guide his clients to better outcomes and creative solutions.

Rob has kept strong ties to Chicago's intellectual property community since his days at Chicago-Kent College of Law. For the last three years, he has worked with the mentoring committee of the Chicago Intellectual Property Alliance and helps the organization put on mentoring events for the next generation of Chicago IP lawyers.

Practices

- Patent Prosecution

Industries

- 3D Printing
- Electrical & Computer Technologies
- Entrepreneurship, Startups & Emerging Companies
- Industrial & Mechanical Technologies
- Insurance & Financial Services
- Medical Devices
- Metaverse

Background and Credentials

Prior to joining Marshall Gerstein, Rob worked in the telecommunications industry for 5 years, most recently as a Device Engineer for U.S. Cellular, where he was responsible for ensuring that mobile devices complied with the technical requirements for their CDMA, EVDO, and LTE networks. Before U.S. Cellular, he worked as a Software Engineer for Motorola as part of their CDMA Mobile Devices team.

Education

- Chicago-Kent College of Law, Illinois Institute of Technology (J.D., *magna cum laude*)
- University of Illinois, Urbana-Champaign (B.S.)
    - Electrical Engineering

Bar Admissions

- Illinois

Publications and Presentations

- "Uncertainty Surrounds Patent Eligibility Restoration Bill," *Law360*, March 18, 2024.
- "3D Printing Innovation and Patent Protection During the Pandemic," *Med-Tech Innovation News*, February 25, 2022.
- "Patenting Considerations for 3D-Printed Medical Devices," *24x7 Magazine*, July 13, 2020.
- "3-D Bioprinting: Not Allowed or NOTA Allowed," *Chicago-Kent Law Review*, 2016.

Community and Professional Involvement

- Chicago Intellectual Property Alliance – Mentoring Committee Member

Insights

March 18, 2024
"Uncertainty Surrounds Patent Eligibility Restoration Bill"
Law360

February 25, 2022
"3D Printing Innovation and Patent Protection During the Pandemic"
Med-Tech Innovation News

July 13, 2020
"Patenting Considerations for 3D-Printed Medical Devices"
24x7 Magazine