

**JOHN W. GREENWALD**  
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Creatively skilled preeminent AV<sup>®</sup>-rated patent and trademark lawyer works with innovators to secure IP rights in their inventions and brands, commercially exploit those assets, and resolve infringement issues, all in a cost-effective manner to contribute to the success of the business.

**LEGAL EXPERIENCE:**

**2001 - Present**      *Gardner Groff & Greenwald, P.C.*, Atlanta, Georgia

**1998 - 2000**      *Bernstein & Associates, P.C.*, Atlanta, Georgia

**1996 - 1998**      *Bischoff & Associates, Ltd.*, Chicago, Illinois

Patent and Trademark Attorney: Draft and successfully prosecute patent and trademark applications. Perform infringement and validity studies. Negotiate and draft license, joint development, settlement, consulting, and other agreements. Negotiate favorable resolutions of infringement disputes. Draft pleadings, discovery documents, and motions. Counsel clients in domestic and international intellectual property and related business matters. Clients include Fortune 500, midmarket, and start-up businesses. Practice areas include the mechanical, software, e-commerce, and physics arts.

**TECHNICAL EXPERIENCE:**

**1992 - 1993**      *Valentine Company*, Atlanta, Georgia

Senior Applications Engineer with HVAC contractor: Negotiated, engineered, and coordinated the construction of HVAC projects. Performed duct design and equipment specification. Developed and implemented sales and marketing programs. Increased profitability by 12% over previous year.

**1989 - 1991**      *Kearney Company*, Atlanta, Georgia

Applications Engineer with electrical equipment manufacturer: Provided technical expertise for custom applications of overhead air-break and vault-type gas-insulated switchgear with annual sales of \$12 million. Created and implemented business plans and marketing strategies. Secured \$2.2 million contract with Mexican national utility.

**1986 - 1989**      *Florida Power & Light Company*, Ft. Lauderdale, Florida

Construction Services Engineer: Negotiated, engineered, and coordinated the construction of high-voltage electric-distribution facilities. Ranked third out of eighty division engineers in work production in 1988. Team Leader in Quality Improvement Program.

**EDUCATION:**

*Chicago-Kent College of Law, Illinois Institute of Technology, Chicago, IL*

- Juris Doctor and Certificate in Intellectual Property Law, 1996
- Moot Court Honor Society
- 1995 Cardozo/BMI Copyright Moot Court Competition, Best Team Runner-up

*Georgia Institute of Technology, Atlanta, GA*

- Bachelor of Mechanical Engineering, 1986

**PRESENTATIONS AND PUBLICATIONS:**

*“Patent Prosecution Strategies and Alice Avoidance”* panelist, Intellectual Property Law SpringPosium®, Lake Lanier Islands, Georgia (April 29, 2017).

*“What Every Lawyer Should Know About Intellectual Property Law,”* Update on Georgia Law Conference, Steamboat Springs, Colorado (February 4, 2015).

*“Intellectual Property for the Creative Entrepreneur,”* Geekend Conference, Savannah, Georgia (November 15, 2014).

*“Techniques and Tips for Licensing IP”* panelist, The 20th Annual Intellectual Property Law Institute, Amelia Island, Florida (September 20, 2014).

*“Ethical Considerations of Billing Clients for Associates’ Training”* panelist, John Marshall Law School, Atlanta, Georgia (June 11, 2014).

*“Creating Mobile Apps: Intellectual Property Tricks and Traps,”* Georgia Regents University, Augusta, Georgia (April 17, 2014).

*“Patent Law Update”* panelist, Intellectual Property Law SpringPosium®, Barnsley Gardens, Georgia (April 12, 2014).

*“The Art of Patent Preparation & Prosecution”* course instructor, Patent Institute of Training, Atlanta, Georgia (Spring 2014).

*“Practice Pointers in the Wake of the AIA Changes”* panelist, Intellectual Property Law SpringPosium®, Barnsley Gardens, Georgia (April 27, 2013).

*"What Every Lawyer Should Know About Intellectual Property Law,"* Advanced Urgent Legal Matters Conference, Caribbean Sea (November 10, 2009).

*"Judicial Assault on Continuation Practice and Adequate Disclosure,"* The 14th Annual Intellectual Property Law Institute, Cabo San Lucas, Mexico (November 15, 2008).

*"Understanding Intellectual Property: A Crash Course for the Business World,"* Vistage®, Atlanta, Georgia (November 17, 2006).

*"Proposed Changes to U.S. Patent Rules and Statute,"* University of Alberta, Edmonton, Alberta (October 12, 2006).

*"Intellectual Property Forum"* panelist, Georgia Entrepreneurs Society, Atlanta, Georgia (June 26, 2006).

*"An Overview of Software Patents,"* Technology Law Section Newsletter, State Bar of Georgia (Winter 2000).

**PROFESSIONAL MEMBERSHIPS:**

- U.S. Patent & Trademark Office, registered patent attorney
- State Bar of Georgia
- State Bar of Illinois
- U.S. District Court, Northern District of Georgia
- U.S. District Court, Northern District of Illinois
- Supreme Court of Georgia
- Intellectual Property and Technology Law Sections of the State Bar of Georgia
- Intellectual Property Law Section of the Atlanta Bar Association (Chair, 2019-Present; Vice Chair, 2018-2019; Executive Board, 2015-Present)
- Georgia Intellectual Property Alliance (Executive Board, 2019; Law Firm Leadership Council, 2019)
- Association of Intellectual Property Firms