



GARDELLA GRACE

*Extensive experience in procurement, licensing and enforcement of patents and trade secrets.*

## Intellectual Property From Every Perspective



Gardella Grace brings a different perspective to each matter because its team has unusually broad experience in patent and trade secret enforcement and procurement. Gardella Grace's professionals have directed multinational enforcement campaigns, procured large international patent portfolios, defended and defeated patents in post-grant proceedings, licensed patents and trade secrets, developed and implemented defensive and risk mitigation strategies for large corporations, and executed trade secret protection and enforcement programs.

Gardella Grace's attorneys also have prevailed in some of the highest stakes disputes to ever pend before the United States Patent and Trademark Office, litigated bet-the-company infringement suits in various United States district courts, supported European and Asian litigation, and managed European oppositions.

### Patent Procurement

Specialists in the development of patent portfolios that can survive modern patentability challenges at the USPTO

### Post Grant Proceedings

One of the top 50 recommended practitioners in the U.S. according to IAM Magazine

### Patent and Trade Secret Litigation

Lead architect of multiple U.S. and international enforcement efforts and defense thereof

### Intellectual Property Transactions

Decades of experience negotiating and drafting out-bound and in-bound license agreements

### Trade Secret Protection

We carefully select which technologies should be protected as trade secrets and deploy the appropriate policies and procedures



GARDELLA GRACE

"Mr. Gardella's 'former big-ticket patent litigation experience has served him well in contested reexamination proceedings, of which he is regarded a master.'"

Intellectual Asset Management Magazine

"[T]HE 'PHENOMENAL' GREG H. GARDELLA IS 'EXTREMELY EXPERIENCED IN THE POST-GRANT SPACE AND A DYNAMIC ALL-ROUND PATENT CONSULTANT.'"

INTELLECTUAL ASSET MANAGEMENT MAGAZINE

**PATENT PROCUREMENT**

One of our core competencies is patent procurement, which is known in the field as "patent prosecution." Because we have litigated, challenged and defended so many patents, our approach to prosecution is quite different from most other firms'. We understand that overly broad patents are difficult to enforce and easy to defeat. We understand the value in having every patent specification provide rich and detailed descriptions of all potential alternative implementations of a given innovation - we know that this provides the maximum flexibility in crafting patent coverage that blocks competitors from a given space. We know the importance of keeping patent families "lean" by focusing resources on obtaining patent coverage in key jurisdictions and avoiding the temptation to procure patents in countries where the intellectual property rights provide little competitive leverage. Keeping portfolios lean also enables us to keep patent families "alive," or pending, which in turn enables us to react to new and sometimes unanticipated developments in the market.

We have broad technical aptitude arising from varied technical degrees and years of representations involving medical devices, polymerization processes, genetic sequencing techniques, semiconductor fabrication and device structure, computer architecture, wireless telecommunications, network data communication, software ranging from microcode to application layer, signal processing, VLSI design, microstructured films, industrial equipment, and immunochemistry.

**POST-GRANT PROCEEDINGS**

Our professionals are known for handling many of the highest stakes post-grant matters ever adjudicated by the United States Patent and Trademark Office. Mr. Gardella, for example, regularly serves as lead counsel for both challengers and patent owners in matters having stakes running into the billions of dollars. For

instance, he successfully defended the famous TiVo DVR patent which generated well over one billion dollars in licensing revenue. Mr. Gardella also successfully defended before the Patent Trial and Appeal Board numerous patents covering aseptic packaging technologies which are used to process about two billion bottles per year. On the challenger side, he prevailed for St. Jude Medical in an array of post-grant proceedings targeting numerous Medtronic patents directed to renal denervation. He has also prevailed in a wide variety of proceedings for Oracle, eBay and Roche Molecular Diagnostics.

**PATENT AND TRADE SECRET LITIGATION**

Mr. Gardella started his career as a litigator, and has been the lead architect of many U.S. and international bet-the-company enforcement efforts. These campaigns have involved infringement suits in the United States, Europe and Asia involving both patent infringement and trade secret misappropriation. Most cases have involved co-pending oppositions and *inter partes* review proceedings before foreign and domestic patent offices, respectively.

Gardella Grace's professionals are also intimately familiar with the latest litigation financing options available in the United States. We tap these resources as appropriate to support clients' enforcement campaigns and sometimes to help fund defense of lawsuits.

**FOR MORE INFORMATION**

Visit us at [www.gardellagrace.com](http://www.gardellagrace.com)

**Awards & Recognition**



GARDELLA GRACE

80 M Street SE, 1st Floor  
Washington, DC 20003

Phone: 703-556-9600 | Fax: 703-740-4541

[www.gardellagrace.com](http://www.gardellagrace.com)

