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Firm Leadership
Technology Practice Leader
Intellectual Property Practice Leader

Areas of Focus

- Artificial Intelligence
- Intellectual Property
- Trademark, Copyright, and Advertising
- Litigation and Dispute Resolution
- Technology

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Rob is a registered patent attorney who chairs the firm's Technology practice and co-chairs its Intellectual Property practice. His litigation practice focuses on patent infringement and licensing disputes, trade secret misappropriation, technology-related commercial matters, and software performance disputes. He also counsels clients on a wide range of intellectual property matters relating to licensing negotiations, trademark and copyright, unfair competition, and trade secrets.

He has argued cases before the Federal Circuit and the California Courts of Appeals, and represents clients in courts throughout the United States, including leading patent litigation venues in the Eastern and Western Districts of Texas, the Eastern District of Virginia, the Northern District of Illinois, the District of Delaware, and the Northern and Central Districts of California. He has been retained as an expert witness in U.S. patent law in a matter pending before the High Court of England and Wales, and is experienced in private arbitrations, inter partes review before the Patent Trial and Appeal Board (PTAB), and infringement matters in the International Trade Commission (ITC).

Rob is a recognized thought leader in intellectual property law and is past-president of the San Francisco Intellectual Property Law Association. He teaches patent law as an adjunct professor at the University of California College of the Law San Francisco (formerly Hastings College of the Law) and has taught patent litigation and intellectual property courses at Golden Gate University School of Law and copyright law in an

LLM program offered at Santa Clara University School of Law.

Capitalizing on his Stanford engineering degree and experience working as an engineer, Rob has litigated matters involving a wide range of technologies that include:

Cloud security
Lidar sensors
Solar mounting technology
Laser processing
Medical imaging
Semiconductor fabrication and power technologies
Digital signal processing
Microprocessor design
Computer software and hardware
Enterprise Resource Planning (ERP) Software
FLASH and DRAM devices
Business methods and networked financial transactions
E-commerce
Graphical User Interfaces (GUIs)
Computer navigation
Optics and optoelectronics
Textile chemistry
Oil exploration
Optical Character Recognition (OCR)
Agricultural and manufacturing equipment
Transportation
Consumer products

Publications

"Data Privacy Week: Navigating Data Privacy in the Age of AI," co-author, *Infosecurity Magazine* (January 2024)

"The Threshold of Operability: LK-99 and the Quest to Patent a Room Temperature Superconductor," Intellectual Property Insights & Analysis (September 2023)

"AI, Copyright Law and the Requirement of Human Authorship," co-author, *AI Business* (June 2023)

"Protecting Artificial Intelligence Requires Arsenal of Intellectual Property Laws," author, Westlaw Today (March 2023)

“Federal Circuit Decision Casts Doubt on Availability of Patent Protection for AI-Generated Inventions,” co-author, *The Journal of Robotics, Artificial Intelligence & Law* (March 2023)

“The Humans Win Round One,” co-author, *Daily Journal* (September 2022)

“Circuit Decision on AI Complicates Inventor Strategies,” co-author, *Bloomberg Law* (September 2022)

“American Axle: Prolonging the Controversy,” co-author, *World Intellectual Property Review* (July 2022)

“New and Improved Strategies to Combat Patent Trolls,” co-author, *Technology Law Alert* (December 2015)

“A Bitcoin Primer on Jurisdiction,” *Bitcoin Foundation* (August 2014)

“Supreme Court Doubles Down on Patents and Addresses Standards for Both Definiteness and Inducement On the Same Day,” co-author, *Technology Law Alert* (June 2014)

“The House Passes Substantive Patent Reform Aimed at So-Called Patent Trolls; Action in the Senate Awaits,” co-author, *Technology Law Alert* (January 2014)

“The Supreme Court’s Decision That Human DNA Cannot Be Patented Preserves Significant Protections for Genetic Research,” *The Marin Lawyer* (September 2013)

“E-Discovery: Computer-assisted coding is a powerful tool to control complex case e-discovery costs,” co-author, *InsideCounsel* (May 2012)

“E-discovery: Popular patent venue in Texas adopts model order to rein in e-discovery costs,” co-author, *InsideCounsel* (April 2012)

“Supreme Court: New Ruling On Patentable Subject Matter,” co-author, *Hanson Bridgett IP Alert* (March 2012) featured in Bar Association of San Francisco’s *iCounsel Newsletter* (May 2012)

“Five Custodians and Five Search Terms: A step toward the responsible and targeted use of e-discovery,” co-author, *Hanson Bridgett Litigation Alert* (November 2011), featured in the Bar Association of San Francisco’s *iCounsel Newsletter* (March 2012)

“E-Discovery: 5 custodians and 5 search terms,” co-author, *InsideCounsel* (December 2011)

“Getting Out of the Eastern District of Texas,” co-author, *IP LAW360* (April 2011)

"*Stauffer v. Brooks Brothers*: False Patent Marking Cases to Proceed," *CBM Intellectual Property Update Newsletter* (September 2010)

"*Bilski v. Kappos:* Supreme Court Permits Business Method Patents That Do Not Seek Protection on 'Abstract Ideas'," *CBM Intellectual Property Update Newsletter* (August 2010)

"Software Patents Under 35 U.S.C. § 271(f): Should Congress Amend § 271 to Harmonize Protection Between Tangible and Intangible Inventions?," co-author, *Hastings Science and Technology Law Journal* (June 2010)

"Business Methods and Patentable Subject Matter Following In re Bilski: Is 'Anything Under the Sun Made by Man' Really Patentable?," co-author, *Santa Clara Computer & High Technology Law Journal* (February 2010)

"Eastern District of Texas Denies Transfer of Patent Infringement Case Filed Against Geographically Diverse Defendants," *IP Update, Lexology* (August 2009)

"Uncertainty Regarding Business Method Patents Continues Pending Supreme Court review of Bilski," *IP Update, Lexology* (August 2009)

"The Supreme Court Grants Certiorari in Bilski and Stands Ready to Answer the Question: 'What is Patentable?'," *Association of Corporate Counsel, San Francisco Chapter* (Summer 2009)

"The Ninth Circuit Lands a 'Perfect 10' Applying Copyright Law to the Internet," *Golden Gate University Law Review* (2008)

"Attorney-Client Privilege Strengthened in Patent Cases," *Executive Counsel* (May/June 2008)

"The Effect of International Comity on the Application of the Attorney-Client Privilege and Foreign Privilege Laws in U.S. Patent Litigation," *Santa Clara Computer & High Technology Law Journal* (2007)

"Scope of Attorney-Client and Work-Product Waivers When Relying on an Opinion of Counsel," *IP Law 360* (May 2006)

Presentations

"From IP Enforcement to Portfolio Value," panelist, GeneralCounsel360 Webinar (November 2025)

"Safeguarding Innovation: Cybersecurity Strategies for IP & Trade Secrets," panelist, LexTalk World Conference (November 2025)

“Understanding Artificial Intelligence and How to Responsibly Use It in Your Law Practice,” California Applicants’ Attorneys Association, San Francisco (November 2025)

“Protecting Your Foundational Intellectual Property: Trade Secrets, Patents, Trademarks and Copyrights,” Watervent San Francisco (October 2025)

“Best Practices in Corporate IP Education,” panelist, Webinar (July 2025)

“Ethical Considerations in IP Litigation Management: Professional Standards and Practices,” panelist, Global IP ConfEx (October 2024)

“Protecting IP in the Digital Age,” Virtual Roundtable Panelist (August 2024)

“Machines Inventing Machines: Artificial Intelligence and Patent Law,” Law Street Media Podcast (December 2023)

“Artificial Intelligence Takes on the Law,” panelist, Contra Costa County Bar Association Annual MCLE Spectacular (November 2023)

“Artificial Intelligence and Intellectual Property: Ownership, Infringement, Best Practices, and Legislative Efforts,” panelist, IBLC Annual Meeting (October 2023)

“Mastering Copyright Basics, Patent Law, and Trademark Registration,” co-presenter, myLawCLE Webinar (June 2023)

“Artificial Intelligence Meets Accountability Journalism and Intellectual Property,” co-presenter, CalMatters (May 2023)

“ChatGPT and Intellectual Property: How ChatGPT and Generative AI are Changing the Intellectual Property Landscape and What it Means for IP Law Firms and Teams,” panelist, Global Legal ConfEx Virtual Round Table (May 2023)

“Trends in U.S. Patent Litigation,” panelist, LexMachina Virtual Round Table (March 2023)

“IP Litigation: A Balanced Approach for 2023,” panelist, Global IP Confex (February 2023)

“The Protection of Trade Secrets: A Key Element to Increase the Value of IP Rights,” moderator, Global IP Confex (February 2023)

“Judges’ Panel: Conversation on IP Litigation,” Moderator, San Francisco Intellectual Property Law Association Annual Seminar (September 2021)

“Patent Law Year in Review,” 19th Annual Golden Gate University School of Law Intellectual Property Law Conference (April 2021)

“Talking With Your Clients About Artificial Intelligence and the Unique Legal Issues it Raises,” International Business Law Consortium Webinar (April 2020)

“Protecting Intellectual Property,” Capital Access Series (January 2020)

“Surveying Patent Law’s Ever-Changing Landscape — 2019 and Beyond,” Moderator, Golden Gate University School of Law 18th Annual Conference on Recent Developments in IP Law (October 2019)

“Federal and State Court Judges in Conversation on Intellectual Property,” Moderator, San Francisco Intellectual Property Law Association Annual Seminar, Calistoga, California (September 2019)

“Lawyer Recruitment and Retention – Hanson Bridgett’s Dynamic Workforce Initiative in California,” IBLC Annual General Meeting, Stockholm, Sweden (August 2019)

“Blockchain and Smart Contracts,” Panelist, IBLC Annual Business Meeting, Vancouver, British Columbia (April 2019)

“High Tech and Patent Law – A World of Opportunity,” Moderator, Golden Gate University School of Law (March 2019)

“Patent Protection in 2018: How Did We Get Here, Where Are We Going?,” Moderator, Golden Gate University School of Law 17th Annual Conference on Recent Developments in IP Law (October 2018)

“Essential Developments in Patent Subject Matter Eligibility: What Lies Ahead in 2017?,” The Knowledge Group (June 2017)

“From the Heartland to Wonderland: How Developments in Patent Litigation are Impacting Your Clients,” State Bar of California, Litigation Section (March 2017)

“Climbing Out of the Rabbit Hole: Patent Protection in the United States Following *Alice v. CLS Bank*,” IBLC Annual General Meeting, Cardiff, Wales (September 2016)

“Escaping Wonderland: Businesses are Turning to Trade Secrets Protections in the Post-Alice World,” co-speaker, USLAW Network Exchange (June 2016)

“Sweeping Developments in Patent Reform Agenda: The Innovation Act and the PATENT Act – A 2016 Perspective,” panelist, Knowledge Group Webinar (May 2016)

“How to Protect Your Company By Protecting Your Intellectual Property,” co-speaker, sf.citi (November 2015)

“Protecting Intellectual Property on the Internet of Things,” co-speaker, US Taiwan High Tech Forum 2015, North America Taiwanese Engineering & Science Association, Santa Clara, California (November 2015)

“Intellectual Property Strategies in the Wake of Alice,” co-speaker, The McCarthy Institute for Intellectual Property and Technology Law (May 2015)

“Laches from Copyright Ruling – What You Need to Know in 2015,” Knowledge Group Webinar (May 2015)

“Claim Construction after Teva Pharmaceuticals,” co-speaker, The San Francisco Intellectual Property Law Association (April 2015)

“District Court Claim Construction After Teva Pharmaceuticals v. Sandoz,” co-speaker, San Francisco Bay Area Intellectual Property American Inn of Court (February 2015)

“New Paradigms in Patent Monetization and Damages,” moderator, The McCarthy Institute for Intellectual Property and Technology Law, San Francisco, California (January 2015)

“Updates in Intellectual Property Damages,” Golden Gate University School of Accounting, San Francisco, California (January 2015)

“Chasing Trolls Back Under the Bridge: Legislative Responses to Patent Infringement Litigation by Non-Practicing Entities,” San Francisco Intellectual Property Law Association (February 2014)

“Practicing Law and Serving Business in San Francisco and the Silicon Valley,” Instituto Empresa (May 2013)

“Markman and Claim Construction Hearing in Patent Litigation: What You Need to Know,” Knowledge Congress Webinar (May 2013)

“Protecting Intellectual Property,” Keiretsu Forum Entrepreneur Academy, San Francisco and Walnut Creek, California (August and November 2012, April and June 2013, February 2014)

“Topics in Intellectual Property: Litigation with Non-Practicing Entities,” APTA Legal Affairs Seminar, Austin, Texas (February 2013)

“Update on Intellectual Property Damages,” co-presenter, California Society of CPAs, Oakland, California (October 2012)

“Legal Implications for International Companies in the US: Financing and IP Issues,” co-speaker, Plug and Play Tech Center (March and April 2012)

“Whose IP Is This? An Overview of the America Invents Act of 2011 for Early Stage Corporations,” co-presenter, Plug and Play Technology Center, Sunnyvale, California (February 2012)

“What Passes for ‘Typical’ in the Life of a Patent Litigator,” University of San Francisco School of Law (February 2010 and March 2011)

“Escape from Marshall: The Future of Venue in the Eastern District of Texas for Patent Infringement Cases,” San Francisco Intellectual Property Law Association (November 2009)

“Intellectual Property Damages,” American Institute of Certified Public Accountants (October 2009)

“Trade Secrets: Cost Effective Protection for Valuable Business Information,” Association of Corporate Counsel, Palo Alto, Ca (June 2009), San Francisco, Ca (June 2009), Seattle, Wa (June 2009)

“IP Legal Ethics Q+A,” Golden Gate University, 7th Annual Conference on Recent Developments in IP Law (April 2009)

“Recent Federal Circuit and Supreme Court Developments in Patent Litigation,” Palo Alto, California (August 2007)

“Ethical Considerations in International IP Practice,” Santa Clara University Computer and High Technology Law Journal Symposium, Cross Border Legal Challenges in High Tech Law (January 2007)

“The Attorney-Client Privilege and the Attorney Work Product Doctrine In Patent Practice,” Palo Alto, California (August 2006)

Press

“Why Counsel See a New Opening for Copyright Owners in AI Battles,” Managing IP (October 2026)

“AI notetakers are in almost every meeting but a growing number of US lawsuits alleging wiretapping violations present an emerging legal risk,” *Lexology Pro* (May 2026)

“Ethical Use, IP Implications: Am Law 200 Firm Tackles Legal’s Gen AI Questions,” *Law.com* (March 2024)

“US Patent Lawyers React to USPTO Guidance on Inventorship and AI,” *IAM* (February 2024)

“The Biggest Patent Rulings of 2023,” *Law360* (December 2023)

“Biden’s AI Order: 3 Key Takeaways,” *WIPR* (November 2023)

“Latest copyright ruling should give brands pause for thought on AI creativity,” *The Drum* (August 2023)

“What you need to know about the copyright issues surrounding generative AI,” *The Drum* (August 2023)

“Has Vidal’s Latest Decision Revitalised the Fintiv Rule?,” *WIPR* (March 2023)

“Patent Suits Mostly Stayed Level In 2022, Yet Appeals Fell,” *Law360* (February 2023)

“After Rules Shake-Up, Albright Remains The Top Patent Judge,” *Law360* (February 2023)

“Q&A: What Does Vidal’s Review of Apple Case Mean for Patent Owners at the PTAB?,” *WIPR* (January 2023)

“The Three Developments Exciting US Patent Practitioners in 2023,” *Managing IP* (January 2023)

“Fed. Circ. Won’t Touch Levi’s Win In Royalty Arbitration,” *Law360* (January 2022)

“Levi’s Patent Licensing Win Upheld Over Arbitrator Bias Claims,” *Bloomberg Law* (January 2022)

“How to Beat the Crowd When Chasing Defensive Patent Work,” *Law360 (*October 2019)

“A Newcomer’s Guide to Litigating Patent Cases in California,” *Law360* (September 2017)

“Patent Prosecutors Alarmed by Inequitable Conduct Ruling” *Law360* (July 2017)

“What Constitutes as ‘Regular and Established’ Business in TC Heartland Ruling?” *Inside Counsel* (July 2017)

“Supreme Court Limits Patent Owners’ Post-Sale Authority” *Inside Counsel* (July 2017)

“Can the Patent System Keep Up with Digital Tech?” *Inside Counsel* (July 2016)

“Amazon Digs In Against ECommerce NPE” *The Recorder* (February 2015)

Honors & Awards

Recognized in *The Best Lawyers in America*® (2024 - 2027) in Litigation – Intellectual Property

Super Lawyers, Intellectual Property Litigation (2004-2006, 2024-2025)

Legal 500's Inaugural City Elite Rankings, Intellectual Property

Professional Affiliations

San Francisco Intellectual Property Law Association, President (2020-2021)

University of California, Hastings College of the Law, Adjunct Professor

Golden Gate University School of Law, Adjunct Professor

International Business Law Consortium, Intellectual Property Co-Chair

American Intellectual Property Law Association

Bar Association of San Francisco

American Bar Association

Federal Circuit Bar Association

Judicial Clerkships

Judicial Extern Clerk to the Honorable Eugene F. Lynch, Judge of the United States District Court for the Northern District of California

Professional Licenses

Certified Artificial Intelligence Governance Professional (IAPP)

Education

J.D., UC Law San Francisco (Formerly UC Hastings) (1994)

B.A.S., with departmental honors, Industrial Engineering & Political Science Stanford University (1990)

Admissions and Courts

California

Supreme Court of the United States

U.S. Patent and Trademark Office

U.S. Court of Federal Claims

U.S. Court of Appeals for the Federal Circuit

U.S. Court of Appeals for the Ninth Circuit

U.S. District Court for the Northern District of California

U.S. District Court for the Central District of California

U.S. District Court for the Southern District of California

U.S. District Court for the Eastern District of California

U.S. District Court for the Eastern District of Texas