



BRUCE T. ATKINS

PARTNER

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Bruce Atkins, a seasoned patent attorney with a proven track record of delivering results, joined the firm in 1999 and has been sharpening his skills in the firm's Intellectual Property practice group ever since.

Having a unique interdisciplinary technical perspective and a wealth of patent prosecution experience, Bruce offers a sophisticated approach to patent projects of all types, proactively managing risk to avoid pitfalls while maximizing opportunities. He is entrusted to oversee strategic patent portfolio procurement for significant technologies. He has broad exposure to the patent requirements of foreign jurisdictions such as Canada, Mexico, China, Japan, Taiwan, South Korea and European countries, among others, and has successfully implemented worldwide patent protection strategies. He conducts and oversees noninfringement, right-to-use and clearance studies; patent design-around efforts and analysis; patent invalidity studies; and renders opinions in high stakes matters. He is called upon to counsel clients in offensive and defensive patent enforcement scenarios and disputes to advance or defend client positions.

Bruce practices in the mechanical arts (e.g., travel gear, accessories, components, tools, assemblies, machines, systems, fabrication and packaging of goods); electrical and electro-mechanical arts (e.g., radio devices, electromagnetic components, connectors, circuit protectors and accessories, disconnect switches, power conversion components and systems, power management components and controls, electrical sensor systems, safety systems, failsafe redundant systems with health assessment and error detection, object detection systems, and monitoring and informational feedback systems); and software arts (e.g., user interfaces and software implemented technologies for a variety of industrial and business applications and facilities), although he enjoys learning new technologies and is a quick study when called upon. From standalone products to complex machines and systems-level technologies, including associated controls, software, interfaces and algorithms, Bruce has successfully obtained valuable patent protection domestically and abroad for commercially implemented products and product lines generating significant revenue. Partnering closely with his clients, he understands not just their technologies but also their businesses to drive optimal results.

Bruce has routinely handled significant, high-profile patent matters for a range of clients including Fortune 500 companies. He also counsels small-to-medium-size companies, working directly with executives to execute their business plans, and occasionally works with independent inventors who have big dreams for their inventions.

Bringing a multifaceted approach to the full spectrum of patent issues, Bruce also serves

SERVICES AND INDUSTRIES

Intellectual Property

Patent

Manufacturing and Innovation

ADMISSIONS

Missouri

U.S. Patent and Trademark

Office

as a strategic advisor to the firm's litigators in patent litigation matters. He applies his litigation experience to manage the significant patent portfolios that he oversees, thus enabling effective patent risk management and counsel to resolve patent-related business issues.

EDUCATION

- University of Illinois College of Law at Urbana-Champaign (J.D., *cum laude*, 1997)
- University of Illinois at Urbana-Champaign (B.S., *with honors*, 1993)

PROFESSIONAL ACTIVITIES

- The Missouri Bar

ACCOLADES

- The Best Lawyers in America®, Patent Law (2024)

EXPERIENCE

Managed Multiple International Patent Portfolios for Manufacturer

Provided development and strategic counsel oversight for multiple U.S. and international patent portfolios for commercially valuable products and systems of a multinational electrical product manufacturer for more than 20 years.

Successfully Defended Snack Chip Manufacturer Against Infringement, Other Claims

Successfully defended client against claims of patent infringement, trademark infringement, trade secret misappropriation and unfair competition brought by leading manufacturer of snack chips. Secured a defense verdict on all claims.