

Robert Schneider

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ROBERT J. SCHNEIDER is a partner and chair of Taft's Intellectual Property practice group in Chicago. Bob is an experienced trial lawyer and concentrates in the intellectual property area, including patent and trademark procurement, information technology, internet law and "bet the company" litigation.

Bob has over 30 years of experience protecting intellectual property and proprietary rights through the procurement of domestic and foreign patents, trademarks and copyrights. He advises clients on patentability and infringement matters and assists clients in the selection and adoption of trademarks, including clearance searches and applications for registration. Bob counsels clients regarding technology transfers, IP Asset Management and licensing. He also advises value-added resellers on a wide variety of matters, including strategic alliance or joint development with third parties.

As a litigator, Bob serves as lead trial counsel in complex cases involving patents, trademarks, copyrights, software production, trade secrets, unfair competition, licensing and computer law. In this role, he develops litigation strategies and budgets, selects staff and directs the litigation from initial discovery through trial and appeal. He has also served as a patent law authority in connection with litigation matters, primarily expert opinions and testifying at trial.

Bob has been widely recognized by the legal and business communities for his experience and achievements. He represented the United States Department of Commerce as a member of the delegation to the People's Republic of China, which resulted in the modernization of China's intellectual property laws to conform more closely with internationally accepted standards. He was selected to serve as moderator for the Patent Law Discussion Group for Lexis Counsel Connect. In

Practice Groups:

Pharmaceutical & Life Sciences Litigation, Intellectual Property, Intellectual Property Litigation, Patent Prosecution, Trademark, Copyright & Trade Secret

Bar/Court Admissions:

Federal

7th Circuit Court of Appeals, U.S. Court of Appeals for the Federal Circuit, United States Patent and Trademark Office, Northern District of Illinois

State

Illinois

Year First Admitted to Practice Law:

1973

Education:

University of Cincinnati College of Law (1973), University of Cincinnati (B.S., Mechanical Engineering) (1970)

Certifications / Registrations:

Registered Patent Attorney, U.S. Patent and Trademark Office

addition, he is a frequent lecturer on various legal matters in the U.S. and abroad and the author of *International Protection of Intellectual Property*, published by the Practising Law Institute in 1990.

Bob has represented many industry leaders, both private and Fortune 500 companies, in sophisticated patent matters, including preparing, developing and prosecuting numerous patent applications through the U.S. Patent and Trademark Office and handling resulting litigation. He is a respected counselor regarding preventative measures that can be presented to clients on how to optimize their patent portfolios and reduce risk. He also has in-depth experience in clearing products for market, designing around certain problematic patents, invalidating potentially threatening patents, and drafting non-infringement and/or invalidity opinions to prevent accusations of willfulness.

Prior to joining Taft, Bob was the head of the Intellectual Property department at the law firms of Chapman and Cutler LLP and McDermott, Will & Emery. While in law school, he was an assistant professor of mechanical engineering at the University of Cincinnati.

Professional Affiliations / Recognitions:

American Bar Association,
American Intellectual Property Law
Association, American Society of
Mechanical Engineers, Chicago
Bar Association, Illinois State Bar
Association, Intellectual Property
Law Association of Chicago,
International Trademark
Association, Association
Internationale pour la Protection
de la Propriete Industrielle (AIPPI),
Federal Internationale des
Conseils en Propriete Industrielle
(FICPI), International Trade
Commission Trial Lawyers
Association