



Brian C. Ellsworth

Partner

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Related Services

Intellectual Property ■ Patent Prosecution, Counseling & Review ■ Electrical, Software & Computer Science Patents ■ Artificial Intelligence (AI) ■ Mechanical Patents

Brian counsels clients to procure, protect, license and enforce intellectual property rights. He works diligently to understand his client's business and to leverage that understanding to achieve his client's intellectual property goals in a turn-key and cost-efficient manner.

Brian Ellsworth is an accomplished patent strategist and prosecutor, managing extensive domestic and international patent portfolios for several publicly traded companies and providing strategic counseling to a variety of smaller business concerns. Brian regularly leads strategic drafting efforts aimed at protecting his clients' most essential technologies and supports numerous technology focused transactions through IP counseling and diligence efforts. Brian is a member of Alston & Bird's Partners Committee, and immediate past co-leader of the Patents Group.

Brian focuses his practice on quickly and strategically building sophisticated patent programs for emerging software companies in areas such as artificial intelligence (including Gen AI), machine learning, data science, and cloud computing. He is adept at creating turn-key patent programs that are inventor friendly, tailored to each client's unique culture, and designed to capture ideas flowing from product development efforts and future blue-sky ideation. Brian also leads the firm's Gen AI Task Force and counsels clients on intellectual property, regulatory, and corporate policy issues related to the adoption of Gen AI tools.

Representative Experience

- Client team leader in a \$3.45 billion enterprise business acquisition, which involved more than 5,000 employees in more than 50 countries, with more than 100 facilities. Conducted full-scale due diligence of the acquired party's intellectual property assets, which spanned more than 3,500 patent references, 700 trademarks, numerous agreements and complex licenses, and other forms of IP.
- Client team leader and strategic counsel to a global leader in online commerce, data analytics, machine learning, and mobile application content delivery.
- Client team leader and strategic counsel to world leader in team collaboration tools and services.
- Client team leader to a world leader in audio products technologies including digital signal processing, audio beamforming, and advanced audio processing using deep neural networks and other machine learning technologies.
- Lead intellectual property counsel to a world leader in specialty insurance, service contracts, and risk management solutions.
- Client team leader and strategic counsel to a global innovator in advanced printing, real-time location, active and passive RFID, and wireless communication technologies.

- Strategic counsel to a world technology and manufacturing leader that specializes in aerospace products; control technologies for buildings, homes and industry; automotive products; electronic package cooling; and specialty ballistic composite materials.

Professional & Community Engagement

- Intellectual Property Owners Association – U.S. Patent Practice Committee
- American Intellectual Property Law Association
- State Bar of North Carolina
- U.S. Patent & Trademark Office

Education

- Wake Forest University (J.D., 2002)
- University of Michigan (B.S.M.E., 1997)

Admitted to Practice

- North Carolina
- U.S. Patent and Trademark Office