

## Bruce J. Rose

Partner

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Bruce Rose is a partner in Alston & Bird's national Intellectual Property Litigation Group. He concentrates his practice on prosecuting and defending complex patent, trade secret, trademark, and copyright infringement litigation. Bruce counsels clients on obtaining, protecting, licensing, and enforcing intellectual property. He has significant experience preparing and prosecuting patent applications in the chemical and chemical engineering fields.

Bruce has litigated a wide variety of intellectual property cases through discovery, trial, and appeal in numerous courts throughout the U.S. He has litigated infringement cases in multiple U.S. district courts. His patent cases have covered complex subject matter, such as pharmaceutical compositions, complex chemical manufacturing processes, oil and gas production, and related safety systems, barcode scanners, electronic retail security systems, cell preservative solutions used for cancer screening, methods for disease control in avian species, optical fiber manufacturing, phase change materials and devices, and various computer and cellular device technologies. Bruce has extensive experience in inter partes review proceedings and investigations before the U.S. International Trade Commission. Bruce is registered to practice before U.S. District Courts for the Western, Middle, and Eastern Districts of North Carolina, the state courts of North Carolina, USPTO, Patent Trial and Appeal Board, U.S. Court of Appeals for the Federal Circuit, and U.S. Supreme Court.

### **Representative Experience**

- Counsel to one of the nation's largest multinational technology and engineering conglomerates in protecting intellectual property, as well as defending against, and navigating around, intellectual property of others.
- Counsel to one of the nation's most recognized sports figures in counseling and advising on licensing and intellectual property protection issues.
- Counsel to the operator of one of the most visited searchable websites in defending patent infringement allegations.
- Counsel to one of the world's leaders in fiber-optic technology in enforcing several patents and trade secrets.
- Frequent author and speaker on recent developments in patent law, including the America Invents Act. Appeared on Bloomberg TV's *In Focus* to discuss recent Supreme Court patent law precedent.

### **Publications & Presentations**

#### **Publications**

- "United States: Supreme Court Holds Patent Owners Can Recover Lost Foreign Profits," *Mondaq*, October 4, 2018.
- "Challenges to U.S. Patents: What You Need to Know About *Inter Partes* Review Practice in the United States Patent Trial and Appeal Board," *Journal of Towa Institute of Intellectual Property*, Vol. 9, No. 2, 2017.

- “The New Fed Circuit Chief’s Approach to Patent Damages,” *Corporate Counsel*, June 20, 2014.

## **Presentations**

- “Evidence in Trade Secret Litigation,” China Academy of Chief Legal Officer (CACLO), December 2018.
- “The Patent Litigation Process and Practice in U.S. Courts,” Taiwan Intellectual Property Association (TIPA) International Intellectual Property Litigation Conference, November 29, 2018.
- Patent Challenges in the U.S. Patent Trial and Appeal Board, April 2018.

## **Professional & Community Engagement**

- American Intellectual Property Law Association
- Legal Aid of North Carolina Battered Immigrant Project

## **Education**

- Villanova University (J.D., 1993)
- Michigan Technological University (B.S., 1985)

## **Admitted to Practice**

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

## **Related Services**

Intellectual Property | Intellectual Property Litigation | Patent Prosecution, Counseling & Review | Trademark & Copyright | Commercial | Patent Litigation | Post Grant Proceedings | Inter Partes & Covered Business Method Review