



## George R. McGuire

### Member

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### Profile

**George is a registered patent attorney and member of the firm's intellectual property and technology practice.**

He concentrates his practice in all facets of intellectual property law, including, for example, patent and trademark preparation and prosecution, litigation involving intellectual property issues, patent and trademark clearance opinions, patent novelty, validity and (non)infringement opinions, due diligence investigations in merger and acquisition, asset purchase, or other financial transactions, proceedings before the Patent Trial and Appeal Board and the Trademark Trial and Appeal Board, negotiating and drafting technology transfer and license agreements, and internet and computer law matters.

George practiced for five years as a patent agent before receiving his law degree.

In addition to his practice, George is also an adjunct professor at Syracuse University College of Law where he has been teaching a course on Internet Law since 2004, and prior to that taught and lectured on courses in computer law, entertainment law, trademark and unfair competition law, intellectual property and technology transfer.

### Honors & Affiliations

- Listed in:
  - *The Best Lawyers in America*®, Litigation - Intellectual Property; Litigation - Patent; Patent Law, 2010-2025 (listed for more than 15 years)
  - *New York Super Lawyers*®, Intellectual Property, 2024 (listed for more than 10 years)
  - Western New York's Power Players, Power 20 List, Intellectual Property, *The Daily Record*, 2021
  - *Who's Who in America*
  - *Who's Who In American Education*
  - *Who's Who in American Law*
  - *Who's Who in Emerging Leaders*
  - *Martindale-Hubbell*®, AV Preeminent Rated
- American Bar Association
- New York State Bar Association

### Education

- Syracuse University College of Law (J.D., *magna cum laude*, 1996)
- Syracuse University (B.S. in Aerospace Engineering 1991)

### Bar/Court Admissions

- New York
- U.S. Court of Appeals for the Federal Circuit
- U.S. Court of Appeals for the Second Circuit
- U.S. District Court for the Eastern District of New York
- U.S. District Court for the Northern District of New York
- U.S. District Court for the Southern District of New York
- U.S. District Court for the District of Colorado
- U.S. Patent and Trademark Office

### Practices

- Higher Education
- Intellectual Property
- Cybersecurity and Data Privacy
- Business and Transactions

- Onondaga County Bar Association
- American Intellectual Property Law Association
- Central New York Patent Law Association, President
- Rochester Intellectual Property Law Association
- Justinian Honorary Law Society

## Representative Presentations

- Intellectual Property Law 101, Client Counseling in Trademark and Copyright, New York State Bar Association, July 16, 2024
- Intellectual Property Law 101, Bridging the Gap, New York State Bar Association, June 11, 2024
- Intellectual Property, Bridging the Gap, New York State Bar Association, April 26, 2022
- Intellectual Property 101 – What Non-IP Lawyers Need to Know about IP, Bridging the Gap, New York State Bar Association, December 10, 2020 and October 14, 2021
- Intellectual Property 101 – Key Skills in Issue Spotting - A General Practitioner's Guide to Advising Clients on the Basics of Intellectual Property, Copyright and Trademarks, New York State Bar Association CLE Program, July 16, 2020
- Intellectual Property Law 101, New York State Bar Association, December 16, 2019
- Overview of the Patent Systems in the United States and Effective Strategies for Chinese Applicants, The 10th Japan-U.S. Europe China-Korea Global Patent Seminar, Qindao, China, October 26, 2019
- Key Differences Between Patent Systems and Practices and Utilizing a Particular System to Obtain Strong Patents, Korean Electronics Association IP Seminar, Seoul, South Korea, October 24, 2019
- Patenting method for AI related invention in Japan, US, Europe, China and Korea, The 10th Japan-U.S. Europe China-Korea Global Patent Seminar, Tokyo, Japan, October 22, 2019
- Patents in Artificial Intelligence Related Inventions, Arbeitskreis Patente, Stuttgart, Germany, September 27, 2019
- Intellectual Property Law 101, Bridging the Gap, New York State Bar Association CLE Program, October 17, 2019
- Basic Intellectual Property Issues for Marketing and Social Media, Empire State Society of Association Executives, April 5, 2019
- Effective IP Strategies and Practical Tips for doing business in Foreign Jurisdictions, Los Angeles Intellectual Property Law Association, March 5, 2019
- Intellectual Property Law 101, Bridging the Gap, New York State Bar Association CLE Program, December 12, 2018; December 19, 2018; January 17, 2019
- Patent Validity Challenges in the United States, Japanese Seminar, November 2, 2018; Korean Electronics Association Seminar, November 5, 2018; Chinese Seminar, November 7, 2018

- Basics of Intellectual Property Law: What All Lawyers Should Know about IP, Copyright and Trademarks in Advising Clients, Bridging the Gap - New York State Bar Association CLE Program, July 12, 2018
- Panel Member, The 4th annual Entertainment & Sports Law Symposium, Presented by the Entertainment & Sports Law Society, Syracuse University College of Law, April 6, 2018
- Structuring Trademark Clearance Opinions, Webinar, March 1, 2018
- Trademarks and Intellectual Property Basics for New York Lawyers, Bridging the Gap, New York State Bar Association, March 2018
- Panel Member, Protecting IP: Timing, Validity Challenges, International Decisions, NEXT-SYR The Event for Technology, Manufacturing and Biotech, November 17, 2017
- Using Universities for Research - Things to Know and Consider, Rochester Intellectual Property Law Association CLE Program, November 10, 2017
- Panel Member, Intellectual Property Management and How it Affects Contract Negotiations, NCURA Region II 2017 Spring Meeting, May 1, 2017
- Panel Member, Managing Intellectual Property - Pre-Award Office, What to Look for in Contract Negotiations, NCURA Region II 2017 Spring Meeting, April 30, 2017
- Legal Issues Surrounding BlockChain Technology, Rochester Institute of Technology, March 28, 2017
- Intellectual Property | Copyright 101, New York State Bar Association Bridging the Gap CLE, March 7, 2017
- Overview of aspects of U.S. Patent Practice of interest to Foreign Entities: Subject Matter Eligibility; Post-Grant Proceedings; International Trade Commission Investigations, 2017 International IP Seminar: Tokyo, Japan, February 17, 2017; Seoul, Korea, February 20, 2017; Guangzhou, China, February 22, 2017
- Strangers in a Strange Lab: Identifying and Addressing Concerns with University Visitors, National Association of College and University Attorneys (NACUA) Conference - Academic Sponsored Research and Technology Transfer: Accountability, Transparency, and Resilience in the Research Enterprise, November 16-18, 2016
- Panel Member, Patent Protection, NEXT 2016 - The Event for Technology, Manufacturing & Innovation, October 11, 2016
- Intellectual Property 101 - Patents and Trademarks, New York State Bar Association CLE, March 24, 2016
- Protecting Patents and Trademarks in Europe, Institute for Veterans and Military Families, March 18, 2016
- Structuring Trademark Clearance Opinions: Assessing Search Results to Identify Infringements, Overcoming Clearance Challenges, and Preparing Opinions to Reduce Legal Risks, Strafford Publications, Inc., March 15, 2016
- United States Patent Overview, IPO Association and IPP Association, Kunshan, China, November 3, 2015
- Intellectual Property 101 - Copyright, Trademarks, New York State Bar Association Bridging the Gap CLE Program, March 19, 2015

- The Invention Process and How IP Laws Impact the Process, TACNY John Edson Sweet Lecture, January, 13 2015

## Representative Publications

- "Book it as Protectable: The Supreme Court Holds Booking.com is a Protectable and Registerable Trademark," *IP Litigator*, Volume 26, Issue 6, November/December 2020
- "What do you think PR and other communication professionals need to know about cybersecurity, and the threat of cyberattacks?, What Communicators Need to Know About Cyberattacks: A Legal Perspective," *International Association of Business Communicators Communication World*, February 3, 2016
- George R. McGuire, Blaine T. Bettinger, "How the Supreme Court Got It Right in *Mayo v. Prometheus*," *The SciTech Lawyer*, Volume 10, Issue 1, Fall 2013
- George R. McGuire, Nelson A. Blish, Stephen H. Shaw, "Reexamining Reexamination: An Alternative to Patent Litigation," *ACC Docket*, September 2009

## Other Activities

- President (2016-2020)/Executive Committee, IP and Innovation American Inn of Court
- Member, International Trademark Association Right of Publicity Committee
- Adjunct Professor of Internet Law, Syracuse University College of Law
- Chairman of the Board, Milton J. Rubenstein Museum of Science and Technology (MOST) Foundation
- Board Member, Onondaga Historical Association
- Board Member & Treasurer, East Area Family YMCA of Greater Syracuse
- Board of Trustees, Everson Museum of Art, 2000-2006
- Advisory Board Member, Make-A-Wish Foundation of Central New York, Board Chair 2004-2006
- Past Board Member, March of Dimes/North CNY Chapter
- Past Advisory Board, New York State Science and Technology Law Center
- Past Editorial Advisory Board Member, Journal of the Association of University Technology Managers (AUTM)