



Gregory J. Lundell

PARTNER

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Greg's practice reflects his unique mix of outside counsel trial experience and a decade of leading corporate intellectual property groups as inside counsel. Greg's focus is achieving his client's business goals, whether in licensing, litigation, or patent management and analysis. He also represents companies in audit-based licensing compliance matters ranging from responding to audit letters to enforcing contract rights in trial and arbitration.

Greg began his legal career as a commercial and patent trial attorney and has acquired trial experience in the ITC, Federal, and State Courts. Additionally, he has represented investors, start-ups, and Fortune 50 technology companies in and out of court. Before joining Haley Guiliano, Greg served as Vice President of IP Strategy & Licensing at two global, public technology companies. In these roles, he led IP departments through both routine IP activities and long-term complex IP objectives, like patent monetization. His experience includes successful litigations in the U.S., Asia, Europe, and Latin America; in-bound and out-bound technology licensing; evaluating businesses and IP portfolios for M&A activity; and driving innovation as Chief Patent Counsel. In addition, Greg regularly works with AI, VR, video networks, Internet platforms, semiconductor, content security, cybersecurity, and UI/UX technologies to assess patentability and develop strategies to put intellectual property to work in these spaces.

Outside of work, Greg serves on the board for the non-profit PathLight International. He loves the outdoors and can be regularly found with his wife and two boys on Northern California's ski hills, athletic fields, trails, and surf breaks.

Related Practice Areas

- Due Diligence
- Opinions
- Freedom to Operate/ Third Party Risk Assessment
- Competitive Landscape Analysis
- Contested Proceedings
- USPTO Post-Grant Proceedings
- European Oppositions
- Litigation and Litigation Support

Related Industries

- Computer Technology and Software
- FinTech and Blockchain
- Telecommunication
- Mechanical and Industrial Devices
- Electronic Hardware
- Semiconductor Devices and Materials

- Consumer Products
- Medical Devices

Bar Admissions

- California
- U.S. Patent and Trademark Office
- Federal Circuit

Memberships

- Intellectual Property Owners Association (IPO)

Honors & Awards

- IAM Patent 1000 (2023)

Education

- J.D., 2004, Santa Clara University School of Law, High Tech Law Certificate
- B.S., Biology and Philosophy, 2001, Westmont College, *cum laude*