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COUNSEL

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Kevin Rieffel is an experienced Intellectual Property attorney focusing on patent portfolio development for patent licensing and assertion. Kevin prepares and prosecutes patent applications in various electronics and computer-related technologies, with significant experience in video and content delivery, internet advertising, and telecommunications, as well as wireless, software and applications, and medical devices.

Kevin approaches patent prosecution, portfolio development, and IP licensing strategy from a global enforcement perspective, as formed by his experience with patent licensing and litigation. In addition to patents, Kevin has prosecuted trademarks at the USPTO, advised clients on global trademark strategies, and supported IP enforcement actions, including claims of trademark misappropriation and unfair competition.

Before joining HG, Kevin served as in-house counsel for a technology company in Philadelphia. During that time, Kevin led teams in evaluating patent portfolios, reverse engineering competitors' products, and investigating potential infringement in support of several successful licensing campaigns. His practice emphasizes working with technology experts in litigation and Inter Partes Review proceedings, an approach developed through involvement in dozens of large patent infringement trials and proceedings at the USPTO Patent Trial and Appeal Board.

In addition, Kevin is an avid blog contributor, writing about IP-related subjects such as football helmet designs, infrared mobile phone cameras, 3-D film production, and policy and strategies surrounding standard-essential patents and subject matter eligibility under *Alice* and 35 U.S.C. § 101.

Related Practice Areas

- Patent Preparation and Prosecution
- Due Diligence
- Opinions
- Freedom to Operate/ Third Party Risk Assessment
- Competitive Landscape Analysis
- Patent Utilization
- Transactions
- Contested Proceedings
- USPTO Post-Grant Proceedings
- Litigation and Litigation Support
- Trademarks
- Copyrights

Related Industries

- Computer Technology and Software
- FinTech and Blockchain
- Telecommunication
- Mechanical and Industrial Devices
- Electronic Hardware
- Consumer Products

Bar Admissions

- New York (pending) *Not admitted in New York, but being supervised by a licensed New York Bar member.*
- New Jersey
- Pennsylvania
- U.S. Patent and Trademark Office

Publications

- "Why Google Wins by Giving Away Patents to 'Startups' Willing to Join the LOT Network," IPWatchdog.com, Nov. 2015.
- "Patent Litigation Study Should Cause Patent Reform Pause," IPWatchdog.com, May 2015.
- "Can Apple's New Infrared Patent Really Disable Your iPhone?," IPWatchdog.com, July 2016.
- "Football Helmet IP Goes Head to Head," IP Litigator, Nov./Dec. 2016.
- "Inside Google's IP battle with Uber," *IAM Magazine*, May 2017.
- "Revised MPEP May Provide New Tools in Alice Rejections," IPWatchdog.com, Feb. 2018.
- "What is Director Iancu Proposing the USPTO do for §101 Analysis?," IPWatchdog.com, Sept. 2018.

Cited in:

- Keith N. Hylton, *Patent Uncertainty: Toward A Framework With Applications*, 96 B.U. L. REV (2016).
- John D. Weidman, *The Future of Patent Troll Legislation and Its Effects on the Energy Industry*, 3 Oil & Gas, Nat. Resources & Energy J. 39 (2017).
- Hazel Cills, *3LW Songwriters Claim Taylor Swift Copied 'Playas Gon' Play'*, Jezebel.com, Sept. 19, 2017.
- Ashley E. Russo, *An Analysis of The First Amendment Through the Lens of Social Movements: How Apple's Latest iPhone Patent Can Change the Way We Rise*, J. High Tech. L. (2018).
- Berkeley Center for Law & Technology, "2018 Advanced Patent Law Institute Resources" (2018).

Memberships

- Federal Circuit Bar Association
- PTAB Bar Association
- Intellectual Property Owners Association (IPO)

Honors & Awards

- Best Lawyers One to Watch 2025

Education

- J.D., 2012, Drexel University Thomas R. Kline School of Law, Intellectual Property Concentration
- B.S., Physics, 2006, Georgetown University

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