

## Brandon Reed

Associate

Atlanta

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## OVERVIEW

Brandon works with clients of all sizes, from solo inventors and startups building their first portfolios to multinational corporations managing global patent strategies.

Before practicing law, Brandon spent several years as a medical device professional, where he played a role in the implementation and use of devices during surgical procedures in the operating room. This experience provides him with a practical perspective on innovation and allows him to connect technical details with real-world business needs. While he has a background in medical devices, his work also spans financial technologies, bioinformatics, consumer products, and more.

Brandon's practice covers the entire life cycle of patents, including helping clients protect their inventions, enforce their rights, license their technologies, and ultimately maximize the value of their IP. He also represents clients in e-commerce and online marketplace disputes, including Amazon-related matters, and has been involved in Schedule A cases in both the Northern District of Illinois and the Southern District of Florida.

## TOP AREAS OF FOCUS

- [Health Care + Life Sciences Intellectual Property](#)
- [Intellectual Property](#)

## ALL AREAS OF FOCUS

- [Health Care + Life Sciences](#)
- [Health Care + Life Sciences Intellectual Property](#)
- [Intellectual Property](#)
- [Patent Prosecution, Counseling + Portfolio Management](#)

## PROFESSIONAL EXPERIENCE

- Sales representative, Zimmer Biomet, 2014-2015

- Account representative, LocumTenens.com, 2013-2014
- Sales representative, Zimmer Orthopedics, 2010-2013

## **EDUCATION AND CERTIFICATIONS**

### **EDUCATION**

- Georgia State University College of Law, J.D., *summa cum laude*, 2018, associate articles editor, *Georgia State University Law Review*
- Georgia Institute of Technology, B.S., *with honors*, 2010, biomedical engineering

### **BAR ADMISSIONS**

- Georgia
- U.S. Patent and Trademark Office

### **COURT ADMISSIONS**

- Supreme Court of Georgia

### **PUBLICATIONS**

- Author, "Who Determines What Is Egregious? Judge or Jury: Enhanced Damages After *Halo v. Pulse*," 34 *Georgia State University Law Review* 389 (2018).