Brandon Reed

Associate

Atlanta

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OVERVIEW

Brandon is a patent attorney whose practice sits at the intersection of life sciences, medical devices, and emerging technology. He represents clients across the full spectrum, from solo inventors and early-stage startups building their first portfolios to multinational corporations managing complex global patent strategies, and serves as a practical bridge between research, engineering, manufacturing, clinical, and business teams.

Before practicing law, Brandon spent several years as a medical device professional working directly in the operating room, supporting the use of devices during surgical procedures. That firsthand clinical experience gives him a ground-level understanding of how devices are designed, manufactured, and used in practice, and allows him to translate complex scientific and engineering details into actionable legal, regulatory, and business strategies. His technical depth spans medical devices, bioinformatics, musculoskeletal tissue engineering, financial technologies, consumer products, and other emerging technology areas.

Brandon is also an active contributor to Troutman Pepper Locke's industry-leading artificial intelligence initiative, working on the deployment of tools that support patent drafting, portfolio analysis, and IP due diligence. He advises clients directly on AI-related patent strategy, product development, and risk management, with focused experience in bioinformatics and AI-driven healthcare processes. He has presented the firm's AI strategy and capabilities to both industry and academic audiences.

Rounding out his practice, Brandon handles technology-driven e-commerce and online marketplace disputes, including Schedule A litigation in 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

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- 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

CERTIFICATIONS AND MEMBERSHIPS

- Certificates in Intellectual Property Law and Health Law, Georgia State University

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).

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