Christopher C. "Rusty" Close, Jr.

Partner

Atlanta

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An experienced technology attorney, Rusty counsels companies on complex transactional and intellectual property matters. Clients turn to him for guidance on the protection, commercialization, acquisition, and disposition of intellectual property assets as well as for drafting and negotiating corporate, health care, and technology agreements.

OVERVIEW

Rusty advises a broad spectrum of clients, from startups and venture capital-backed businesses, to universities and higher education institutions, to publicly traded, global companies within the health informatics, pharmaceutical, biotechnology, medical device, and other technology-driven sectors. He utilizes his engineering and technology background and experience to handle complex transactional and intellectual property matters.

He has considerable experience drafting and negotiating all manner of technology agreements and licenses, counseling clients on intellectual property and related matters in mergers and acquisitions, drafting opinions of counsel regarding infringement and freedom to operate, and helping to establish and enforce trade secrets.

Additionally, Rusty brings extensive experience in computer software and computer-implemented technologies, including electronic medical record, health informatics and health care systems, various social media, electronic commerce, banking and payments, network security, Internet of Things, and power management. He counsels clients in the fields of pharmaceutical development and manufacturing, biotechnology, medical devices, semiconductors and sensors, and summer and holiday consumer products, among many other areas.

TOP AREAS OF FOCUS

- Emerging Companies + Venture Capital
- Health Care + Life Sciences
- Intellectual Property
- Life Sciences Transactions
- Mergers + Acquisitions
- Technology

ALL AREAS OF FOCUS

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- Academic + Research Institutions
- Artificial Intelligence
- Emerging Companies + Venture Capital
- Health Care + Life Sciences
- Health Care Transactions
- Intellectual Property
- Life Sciences Transactions
- Mergers + Acquisitions
- Patent Prosecution, Counseling + Portfolio Management
- Technology

EDUCATION AND CERTIFICATIONS

EDUCATION

- University of Georgia School of Law, J.D., *cum laude*, 2007
- Georgia Institute of Technology, B.S., *with honors*, 2011, electrical engineering
- University of Georgia, B.A., 2003, history

BAR ADMISSIONS

- Georgia
- U.S. Patent and Trademark Office

COURT ADMISSIONS

- Supreme Court of Georgia
- U.S. District Court, Middle District of Georgia
- U.S. District Court, Northern District of Georgia

SPEAKING ENGAGEMENTS

- Speaker, "The Shadow on the Walls – Who Has the Power in Your License?," AUTM 2024 Annual Meeting, February 21, 2024.
- Speaker, "Friends, Family and Fools: Maximizing the Value of Your Early Investors," Atlanta Tech Village Workshop, November 9, 2023.
- Speaker, "Licensing Artificial Intelligence Systems," Strafford Publications, March 22, 2022.
- Speaker, "IP Strategy: Patentability, Freedom to Operate, Prior Art & Patent Strategies," Bench2Market Commercialization Series co-sponsored by Biolocity, The Georgia Clinical & Translational Science Alliance, and the Petit Institute for Bioengineering and Bioscience, December 8, 2021.
- Speaker, "Do We Need an NDA For This?," SBDC@UCI Beall Applied Innovation Incubator, July 22, 2021.
- Speaker, "Internet of Things: Security, Privacy, and IP Considerations," SBDC@UCI Bell Applied Innovation Incubator, May 20, 2021.
- Speaker, "Software and IP Strategies," SBDC@UCI Bell Applied Innovation Incubator, February 17, 2021.

PUBLICATIONS

- Co-host, *No Infringement Intended* Podcast.
- Co-author, "How Clinical Integration Is Impacting Deal Terms for AI-Enabled Medical Devices," *Reuters*, November 11, 2026.
- Co-author, "Blurring Lines in Video Game IP Protections: Copyrights, Trademarks, and/or Patents for Gameplay Mechanics?" *Troutman Pepper Locke*, October 22, 2026.
- Co-author, "*No Infringement Intended:* Insights on the Legality of Music Sampling," *IP Watchdog*, November 25, 2025.
- Co-author, "*No Infringement Intended:* Is My Guitar Pedal a 'Klone' or a Counterfeit? Insights on the Intricacies of Trademark Law," *IP Watchdog*, November 6, 2025.
- Co-author, "*No Infringement Intended*: Can I Clean the Graffiti Off My Walls? When Intellectual Property and Property Rights Clash," *IP Watchdog*, September 4, 2025.
- Co-author, "*No Infringement Intended:* Can Tattoos Be Copyrighted? The Legal Battle Over Mike Tyson's Iconic Ink," *IP Watchdog*, July 21, 2025.
- Co-author, "*No Infringement Intended:* What Brands Can Learn About Trade Dress From the YETI and RTIC Cooler Wars," *IP Watchdog*, June 11, 2025.
- Co-author, "*No Infringement Intended:* "What Were the Cooler Wars? (Part 1)," *IP Watchdog*, May 22, 2025.
- Co-author, "*No Infringement Intended:* Can My Trademark Be a Victim of Genericide?," *IP Watchdog*, May 5, 2025.
- Co-author, "*No Infringement Intended*: Can My Band Cover a Famous Song? A Look at Copyright Law in Music ," *IP Watchdog*, April 7, 2025.
- Co-author, "*No Infringement Intended* – The World Wrestling Federation's Biggest Fight: A Look at Trademark Law and Global Brand Recognition," *IP Watchdog*, February 10, 2025.
- Co-author, "*No Infringement Intended*: Why Did Taylor Swift Re-record Her Albums? A Look at Music Copyright and Contractual Rights," *IP Watchdog*, January 7, 2025.
- Co-author, "The Best Biotech Collaborations Are Prepared for the Worst," *Reuters Legal News*, August 29, 2023.

MEDIA COMMENTARY

- Quoted, "FIFA Spat Over Dallas Whale Mural Tests Power of Artists' Rights," *Bloomberg Law*, June 4, 2026.
- Mentioned, "How to Get Creative With Legal Marketing," *Raise the Bar*, January 9, 2025.