

Gunnar G. Leinberg

Partner

Rochester

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Gunnar assists clients with the strategic procurement, management, and monetization or defense of their intellectual property assets. He helps his clients develop and implement IP procurement, risk management, and enforcement or defense strategies in IP disputes and litigation that align with their business objectives.

OVERVIEW

Gunnar is regularly involved with overseeing the development, management, enforcement, and defense of intellectual property (IP) portfolios for clients. This work includes patent preparation and prosecution as well as IP litigation and post-grant administrative proceedings, including *ex parte* reexaminations, *inter partes* reviews, post-grant opposition practice, reissues, supplemental examinations, and pre-issuance submissions. He also routinely counsels and assists clients with noninfringement and invalidity opinions, due diligence, and licensing matters.

Gunnar's technology experience includes work in the software, data communications, electronics, optics, autonomous vehicle, medical device, robotics, and other mechanical technology industry spaces, successfully assisting clients with navigating the rapidly changing patenting landscape. His software industry and data management experience includes work with artificial intelligence, network traffic management, communications management, cloud data services and data management, enterprise management, fintech and insurance technologies, Internet of Things (IoT) and industrial Internet of Things (IIoT), bar code software, imaging technologies (including positioning and medical imaging), 3D printing, internet and electronic commerce, business methods, blockchain technology, computer hardware, and other software in general.

Gunnar's electronics experience includes work with integrated circuits, semiconductor fabrication, various circuit designs, power control systems, and high voltage connectors. Additionally, his optical experience includes work with scanning and imaging optical devices, optical detectors fiber optic technologies, laser technologies, automated vehicle and agricultural devices, display technologies, and other reflective and refractive optics. His autonomous vehicle experience includes related electronics, optics and scanning technologies, including LIDAR. His medical device experience includes medical imaging devices, surgical treatment devices, syringes, and other medical practice apparatuses. Additionally, he assists clients in robotics and other mechanical technology areas, including mechanical devices and equipment, robotics, ATMs, electromechanical devices, MEMS devices, microfluidics, and other mechanical disciplines.

Gunnar is a frequent speaker on topics such as: post-grant administrative proceedings; patent subject matter eligibility; patent indemnifications; recent changes in patent practice and procedure; the strategic procurement, management and monetization or defense of patents, trademarks and copyrights; IP risk management; and IP

licensing matters.

AWARDS

- *Best Lawyers in America®*: Litigation – Intellectual Property (2018-2026), Litigation – Patent (2018-2026)
- *Best Lawyers in America®*: “Lawyer of the Year” in Litigation – Patent (2022) and Litigation – Intellectual Property (2019)
- Recognized as a New York Super Lawyer in Intellectual Property, *Law & Politics Magazine* (2011)
- *Legal 500 United States* (2020)

TOP AREAS OF FOCUS

- Academic + Research Institutions
- Health Care + Life Sciences Intellectual Property
- Intellectual Property
- Patent Prosecution, Counseling + Portfolio Management
- Post-Grant Patent Review

ALL AREAS OF FOCUS

- Academic + Research Institutions
- Digital Assets + Blockchain
- Energy
- Financial Services
- Health Care + Life Sciences
- Health Care + Life Sciences Intellectual Property
- Intellectual Property
- Patent Litigation
- Patent Prosecution, Counseling + Portfolio Management
- Post-Grant Patent Review
- Technology

PROFESSIONAL/COMMUNITY INVOLVEMENT

- Member, Rochester Intellectual Property Law Association; President (2003)
- Member, American Intellectual Property Association
- Member, Association of University and Technology Managers
- Member, Licensing Executive Society
- Member, Institute of Electronic and Electrical Engineers
- Member, Monroe County Bar Association; Participated in Lawyers for Learning Project (1994-2014)
- Member, Board of Directors, Syracuse University Alumni Club of Rochester; Charity Golf Committee chair (1997-2001)

EDUCATION AND CERTIFICATIONS

EDUCATION

- Georgetown University Law Center, J.D., 1990
- Syracuse University, B.S., *summa cum laude*, electrical engineering

BAR ADMISSIONS

- New York
- Massachusetts
- District of Columbia
- U.S. Patent and Trademark Office

SPEAKING ENGAGEMENTS

- Speaker, “I Have Never Experienced a Cost-Effective IP Litigation,” 2025 AIPLA Spring Meeting, May 14, 2025.
- Panelist, “When the CEO Calls – Part II,” Troutman Pepper CLE Webinar, September 29, 2022.

PUBLICATIONS

- Podcast, “Disputing Patent-Eligible Subject Matter in PGRs and IPRs,” *Patents: Post-Grant Podcast*, July 11, 2023.
- Co-author, “Winning an *Ex Parte* Appeal: Part II – Appeal Brief and Board Stages,” *Intellectual Property & Technology Law Journal*, November-December 2021.
- Co-author, “Winning an *Ex Parte* Appeal: Part I – Pre-Appeal and Notice of Appeal Stages,” *Intellectual Property & Technology Law Journal*, October 2021.