



## GEORGE C. CHEN

Partner

Phoenix

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## BIOGRAPHY

George Chen serves on the global Board of Directors for the Firm, and is a nationally recognized, award-winning intellectual property lawyer who litigates high stakes IP disputes and manages and prosecutes IP portfolios. As the leader of the intellectual property practice for the firm's Phoenix office, George partners with long-term clients to develop, protect, enforce, defend, license, and commercialize intellectual property and other business assets. His practice includes litigation, licensing, counseling, and prosecution of patent, trademark, copyright, trade secret, unfair competition, Internet, cybersquatting, and other intellectual property matters.

Bottom Line: **You don't have to worry when George Chen is on your team.**

## CIVIC INVOLVEMENT & HONORS

- American's Most Honored Professionals, Top Attorney, 2011-2017
- Arizona's Finest Lawyers, 2013- 2014
- Arizona Governor's Asian-American Advisory Council, 2005-2008
- Arizona State University, Sandra Day O'Connor College of Law - Minority Writing Program Mentor, 2006-2013
- AZ Business Leaders - Intellectual Property Law Impact Player, 2013-2016, 2020-2021
- AZ Top Lawyers – Intellectual Property Law, AZ Business Magazine, 2008-2016, 2019
- Best Lawyers in America, Patent Law, Trademark Law, Copyright Law, Intellectual Property Litigation, and Patent Litigation, 2012-2024
- Best Lawyers in America, "Lawyer of the Year" (Patent Law in Phoenix), 2018, 2020, 2023
- Best Lawyers in America, "Lawyer of the Year" (Copyright Law in Phoenix), 2022-2023
- Best Lawyers in America, "Lawyer of the Year" (Intellectual Property Litigation in Phoenix), 2019
- Best Lawyers Under 40, National Asian Pacific American Bar Association (NAPABA), 2005
- The Fellows of the American Bar Foundation, Fellow Invitee, 2013-2014, 2016-2017, 2019-2020
- HIV/AIDS Law Project Team Award, Volunteer Lawyers Program, 2009
- *IAM Patent 1000: The World's Leading Patent Professionals*, 2023
- IP Stars - Arizona, Managing Intellectual Property Magazine, 2013-2023
- Lawyers of Color, Power List, 2015, 2020
- Litigation Star, Benchmark Litigation, 2009-2010
- The National Association of Distinguished Counsel, Top One Percent, 2016
- Southwest Super Lawyers, 2010-2020
- Southwest Super Lawyers, Top 50 Lawyers in Arizona, 2016-2018
- State Bar of Arizona, Member of the Year, 2015

- Top 50 Pro Bono Attorneys in Arizona, Arizona Foundation for Legal Services & Education, 2009
- Volunteer Lawyers Program, Community Legal Services, 2000-2013
- *WTR 1000: The World's Leading Trademark Professionals*, 2016-2023

## PROFESSIONAL AFFILIATIONS

- American Bar Association – House of Delegates - Member, 2020-Present; Task Force on Full Firm Membership– Member, 2020-Present; Task Force on Engendering Trust and Confidence in the American Legal System – Member, 2016-2017; Standing Committee on Membership (SCoM) – Member, 2015-present; Judicial Intern Opportunity Program – Arizona Founding Mentor – Selection Committee Member, 2005-2013; Intellectual Property Section – Member. 1999-present
- American Intellectual Property Association (AIPLA) – Member, 1999-present
- Arizona Asian American Bar Association (AAABA) – Advisory Board, 2014-Present, President, 2005-2006; Board of Directors, 2000-2013; Member, 1999-present; Pro Bono Legal Clinic Coordinator and Volunteer, 2006-2008
- Maricopa County Bar Association (MCBA) – Diversity Committee, 2009-2011; Board of Directors, 2002-2003; Member, 1999-present
- National Asian Pacific American Bar Association (NAPABA) – Nominating and Elections Committee, Chair (2017- 2019), 2017 – Present, Leadership Advisory Committee 2015 – Present, Immediate Past President, 2015-2016; President, 2014-2015; President-Elect, 2013-2014; Treasurer, 2012-2013; Vice President for Programs and Operations, 2011-2012; Southwest Regional Governor, 2009-2011; Investment Committee Founder and Chairman, 2008-2013; Finance Committee member, 2002-2008, Member, 1999-present; Law Foundation Pro Bono Volunteer, 2004-2006
- State Bar of Arizona – Mentor Committee Chair, 2012-2013, member 2011-2015, Minority Bar Convention Ethics and Civil Rights Subcommittee, 2010-2011; Bar Leadership Institute Selection Committee, 2008-2018; Member, 1999-present
- National Institute for Trial Advocacy (NITA) – Advisory Committee 2017–Present, NITAvision 2018 Committee 2017–2018

## **COMMITTEE CONTENT**

Executive Committee

Firmwide Diversity Committee

Recruiting Committee

## **SPOKEN LANGUAGES**

- Chinese (Mandarin)

## **ADMISSIONS**

- Arizona, 1999
- United States Courts of Appeals for the Ninth and Federal Circuits  
United States District Court for the District of Arizona  
United States District Court for the District of Colorado  
United States District Court for the Eastern District of Wisconsin  
United States Patent and Trademark Office  
Supreme Court of the United States

## **EDUCATION**

Arizona State University, J.D., *cum laude*, 1999

Arizona State University, M.S.E.E, 1996

Massachusetts Institute of Technology, B.S.E.E, 1991

## **RELATED PRACTICE AREAS**

- Intellectual Property and Technology
- Fintech
- Aviation, Aerospace & Defense
- Energy & Natural Resources
- Commercial Contracts
- Cryptocurrency & Digital Assets
- Outdoor Industry
- Sports & Event Financing
- Higher Education Team

- AdTech
- PropTech
- Regulation, Compliance & Advisory
- Hotels and Hospitality
- Real Estate Retail
- Corporate
- Finance
- Litigation & Dispute Resolution
- Patents: Counseling, Prosecution & Practical Business Services
- Patents: Litigation
- Sports & Entertainment Contract, Endorsement & Celebrity Representation Practice
- Anti-Doping Practice
- Sports & Event Venue Real Estate Infrastructure and Operation
- Naming Rights & Sponsorship Practice
- Sports & Entertainment M&A Practice
- Sports & Entertainment Litigation Practice
- Collegiate Sports Practice
- Sports & Entertainment Specialty Counseling Practice
- Entertainment Industry Practice
- Payment Systems
- Olympic & National Governing Body Practice
- Professional Sports Team Practice
- Start-Up & Venture Capital Practice
- Campus Free Expression
- Higher Education Technology Development & Commercialization
- Trademarks: Counseling, Prosecution & Practical Business Services
- Business & Commercial Disputes
- Retail & Consumer Products
- Sports & Entertainment

## EXPERIENCE

George's recent engagements include:

- representing electronics companies, software and e-commerce companies, a firearms manufacturer, a national transportation company, and a national retailer in lawsuits involving utility patent, design patent, and trade dress infringement and unfair competition;

- preparing and prosecuting US, foreign, and international patent, trademark, and copyright applications for a major sporting equipment company, a natural resource company, a renewable energy company, a consumer electronics company, a national retailer, university technology transfer entities, a semiconductor company, an analog integrated circuit design company, an electric vehicle charging station company, software companies, and e-commerce companies;
- evaluating and planning strategies for domestic and foreign patent and trademark portfolios for a consumer products company and a national retailer, including the evaluation of business method patents;
- representing software and e-commerce companies in lawsuits involving copyright infringement and breach of contract and in open source software matters;
- representing a real estate developer and a national retailer in several lawsuits involving service mark infringement, dilution, and Internet cybersquatting;
- drafting and negotiating technology transfer agreements and intellectual property, patent, trade secret, trademark, copyright, e-commerce, and software licenses for aviation/avionics companies, consumer goods companies, and electronics companies working with universities, public utilities, government entities, privately-held global companies, and publicly traded companies; and
- conducting intellectual property due diligence for acquisitions and divestitures of software and electronics and other technology companies.

Selected Published Cases include:

- *ACCO Brands, Inc. v. ABA Locks Manuf. Ltd.*, 501 F.3d 1307 (CAFC 2007)
- *Eberle Design, Inc. v. Reno A & E*, 354 F. Supp. 2d 1093 (D. Ariz. 2005)

Co-inventor of United States Patents:

- 6,076,585: Semiconductor manufacturing processes
- 6,147,410: Semiconductor manufacturing process
- 6,779,370: Computer security device
- 6,971,254: Computer security device

## RESOURCES

## PUBLICATIONS

- "6 Joint-Inventorship Lessons From Fed. Circ.'s Hormel Ruling," Law360, August 3, 2023
- "Fed. Circ. Light Case Illuminates Scope of IP Claim Language," Law360, June 5, 2023
- "What Really Doomed Kidney Test Patents in Fed. Circ. Ruling," Law360, December 16, 2022
- "Duty of Candor and Good Faith with the USPTO Covers Non-Inventors and Non-Practitioners," Law.com, October 2022
- "Fed. Circ. Ruling Instructive on Defeating Patent Obviousness," Law360, October 13, 2022
- "Tips for Experimental-Use Agreements to Avoid On-Sale Bar," Law360, September 14, 2022
- "Fed. Circ. Acne Drug IP Holding Clarifies Obviousness Factors," Law360, May 24, 2022
- "Reckless Disregard for the Truth of a Material Statement Made to the USPTO is Sufficient for Proving the Intent to Deceive," Law.com, January 2022
- "DOJ Antitrust Letter Charts Path to Higher Ed IP Collaboration," Law360, June 21, 2021
- "No Standing to Seek Trademark Registration Cancellation," LinkedIn.com, October 10, 2016
- "New Law Created Federal Cause of Action for Trade Secret Misappropriation," LinkedIn.com, June 30, 2016
- "Supreme Court Upholds Patent Office's Use of Broadest Reasonable Interpretation during an Inter Partes Review Proceeding," LinkedIn.com, June 28, 2016
- "Beneath the Surface: Why Diversity and Inclusion Matters for Lawyers of Color, and What Lawyers Can Do to Address Bias in the Legal Profession," *The Federal Lawyer*, June 2015
- "Is Clothing Copyrightable?" LinkedIn.com, May 10, 2016
- "Unlicensed Third-Party Use of a Famous Trademark Is Not Always Dilution," LinkedIn.com, May 4, 2016
- "Sales of Patented Items Do Not Necessarily Exhaust the Patent Owners' Rights," LinkedIn.com, April 27, 2016
- "Has Your Trademark Been Stolen in Cuba?" LinkedIn.com, April 19, 2016
- "Intellectual Property," *In-House Counsel's Essential Toolkit*, American Bar Association, 2007
- "The Name Game: What's It Worth To Protect Your Company Name," *bizAZ*, March 2005, p. 75

## SPEAKING ENGAGEMENTS

### Selected Intellectual Property Presentations

George has lectured on a wide range of intellectual property topics for various organizations locally and nationally. Here is a list of select speaking engagements from recent years:

- "Advanced Trademark Law 2021: Current Issues" Practicing Law Institute (PLI), National Webinar, 2021
- "Intellectual Property, Ownership, and Exports" Arizona State University, Webinar, 2018-2021
- "The Alphabet Soup of Software Licensing" Bryan Cave In-House Counsel Seminars, National Webinar, 2020
- "Developing Executive Presence", Hispanic National Bar Association (HNBA), National Webinar 2020
- "Mediation: Cross-Cultural Negotiations", Will Work For Food, International Webinar 2020
- "Design Patents Since *Apple v. Samsung*" National Asian Pacific American Bar Association (NAPABA), Washington D.C., 2019
- "*And Then They Came for Us* - A Discussion of Checks & Balances of the 3 Branches of Government" State Bar of Arizona, Phoenix, AZ 2019
- "Brand Protection Strategies" Association of Corporate Counsel (ACC), Arizona Chapter, Phoenix, AZ, 2019
- "Patent Litigation Witness Preparation and Interrogation" State Bar of Arizona, Phoenix, AZ 2019
- "Patent Licensing" Association of Corporate Counsel (ACC), Arizona Chapter, Phoenix, AZ, 2019
- "Diversity, Inclusion & Bias in CLE" Association for Continuing Legal Education (ACLEA), Phoenix, AZ, 2019
- "Corporate Governance Best Practices for Bar Associations" National Asian Pacific American Bar Association (NAPABA), Chicago, IL 2018
- "Moving Asian Americans into the Corner Office" Asian Corporate & Entrepreneur Leaders (ACEL), Scottsdale, AZ 2018
- "Race, Color & Citizenship" State Bar of Arizona, Phoenix, AZ 2018



- "Social Media Marketing Best Practices" Arizona In-House Counsel CLE Seminar, Phoenix, AZ 2018
- "Diversity for Success" Defense Research Institute (DRI), Chicago, IL 2018
- "Intellectual Property for Entrepreneurs: Master or Disaster?" American Physical Society, Los Angeles, CA 2018
- "Open Source Software - What Every In-House Counsel Should Know" Association of Corporate Counsel (ACC), Arizona Chapter, Phoenix, AZ 2018
- "Open Source Software: Top 10 Myths that Every In-House, Gov't, & Private Practice Lawyer Should Know" National Asian Pacific American Bar Association (NAPABA), Washington D.C., 2017
- "International Patent Design Applications under the Hague Agreement," Bryan Cave Intellectual Property Seminar at the Phoenix Open, Scottsdale, AZ, 2016
- "Are the Name, Brand, and Technology of Your Business at Risk?" Los Abogados / Arizona Hispanic Chamber of Commerce, Phoenix, AZ, 2015
- "Patent Infringement Lawsuit Statistics for Non-Practicing Entities and Related Litigation Strategies," Bryan Cave Intellectual Property Seminar at the Phoenix Open, Scottsdale, AZ, 2015
- "Confidentiality Agreements and Intellectual Property Ownership," Arizona State University, Mesa, AZ 2014, 2015, 2016
- "Litigation – What a Relief ... How to Seek Monetary Awards, Injunctions, and Other Remedies – Practical Tips," American Intellectual Property Law Association, Philadelphia, PA, 2014
- "Patentable Subject Matter Under CLS and Ultramercial," Bryan Cave Intellectual Property Seminar at the Phoenix Open, Scottsdale, AZ, 2014
- "Challenges and Strategies for Protecting Innovation: Cutting-Edge Developments on Patent Eligible Subject Matter," National Asian Pacific American Bar Association (NAPABA) – Annual Convention, Kansas City, MO, 2013
- "Everything You Always Wanted to Know about LLCs," State Bar of Arizona CLE By the Sea, Coronado, CA, 2013
- "Intellectual Property Audits for the Non-Tech Company," Association of Corporate Counsel – Arizona Chapter, Phoenix, AZ, 2013

- “Cloud Computing: Does the Forecast Show Rain or Shine?” Two Presentations: Bryan Cave Arizona In-House Counsel CLE Seminar, Phoenix, AZ, 2013; Bryan Cave Intellectual Property Seminar at the Phoenix Open, Scottsdale, AZ 2016
- “Software Patents,” 2013 In-House Counsel CLE Institute, Atlanta, GA, 2013
- “Legally Green,” Great Green Business Search, Scottsdale, AZ, 2012
- “Intellectual Property and Transactions,” M&A Roundtable, Phoenix, AZ, 2012
- “The Changing State of Patent Law,” Institute for Intellectual Property and Social Justice, Washington, DC, 2012

### **Selected Professional Association Presentations**

George is often asked by local and national professional organizations to speak on topics relating to the legal profession. Here is a list of those recent select speaking engagements:

- “What are We Doing to Diversify Our Legal Profession: A Look at Pipeline Projects within Our State and Diversity in the Workforce,” Arizona Collaborative Bar – Continuing Legal Education Program, Phoenix, AZ, 2016
- “Art of Self-Promotion,” National Asian Pacific American Bar Association (NAPABA) – Annual Convention, San Diego, CA, 2016
- “Judiciary Roundtable,” National Asian Pacific American Bar Association (NAPABA) – Regional Conference, Columbus, OH, 2016
- “Thinking Like a Lawyer: A Game-Show Approach to Implicit Bias,” State Bar of Arizona – Annual Convention, Scottsdale, AZ, 2016
- “Judiciary Roundtable & Lobbying for Lawyers,” National Asian Pacific American Bar Association (NAPABA) – Regional Conferences, Minneapolis, MN, 2015; Orlando, FL, 2015; Boston, MA, 2015; Honolulu, HI, 2015
- “Let’s Handle Those Difficult Situations: How Do You Deal With? A Governance Town Hall Discussion,” American Bar Association – Collaborative Bar Leadership Academy, Minneapolis, MN, 2015
- “Perspectives on Diversity in the Legal Profession in Arizona,” State Bar of Arizona – Minority Bar Convention, Phoenix, AZ 2015
- “Motivating and Working with Volunteers,” American Bar Association – Collaborative Bar Leadership Academy, Minneapolis, MN, 2014

- “The Changing Face of Law Firm Partnership,” State Bar of Arizona – Annual Convention, Tucson, AZ, 2014
- “Myths and Truths for Thriving as the President of a Bar Association with Little or No Staff,” American Bar Association – Bar Leadership Institute, Chicago, IL, 2014
- “NAPABA and Diversity,” Arizona Asian American Bar Association, Phoenix, AZ, 2014
- “Mentoring Secrets Revealed,” State Bar of Arizona – Annual Convention, Phoenix, AZ, 2013

## RELATED INSIGHTS

News

Apr 01, 2024

**BCLP Recognized as a Leading Trademark Group by World Trademark Review**

News

Mar 19, 2024

**Tips on numerical range from Fed. Circ. Philip Morris ruling**

Insights

Oct 24, 2023

**Lawyers co-author article in 'Law360' on patent reissuance options**

News

Sep 15, 2023

**Fintech Innovation Protection through Intellectual Property**

Awards

Aug 17, 2023

**The Best Lawyers in America® 2024**

News

Aug 08, 2023

**Lawyers co-author article in 'Law360' on Federal Circuit's Hormel ruling**

News

Aug 08, 2023

**Partner presents at NAPABA's 2023 Partners Summit**

News

Jun 07, 2023

**Lawyers co-author article in 'Law360' on Federal Circuit Lite case**

News

May 04, 2023

## **Partner to Speak at the State Bar of Arizona's 2023 Convention**