



**MCCRACKEN &
GILLEN LLC**
INTELLECTUAL PROPERTY LAW

1200 Harger Road, Suite 300, Oak Brook, Illinois 60523

Voice: (630) 286-7600; Fax: (630) 286-7611

mail@mfgip.com

OUR FIRM

McCracken & Gillen LLC is an intellectual property law firm serving clients in a wide variety of industries and technologies. Concentrating in procurement, enforcement, and protection of patents, trademarks, copyrights, and trade secrets, the firm's professionals provide comprehensive legal services to clients around the world. By maximizing our clients' business objectives, the firm offers high-value intellectual property protection in the electrical, mechanical, software, and chemical arts.

Our mission is to provide personalized and efficient intellectual property services in a cost effective manner. We take a proactive and conscientious approach to protecting our clients' technology-based assets. McCracken & Gillen attorneys actively counsel clients on strategic approaches to create enforceable barriers to competition, thereby increasing company value. All of our professionals have a degree in engineering or science and have dedicated their practice to patent and intellectual property law throughout their entire legal careers. With our diverse team of professionals, both in technical expertise and experience level, we have the bandwidth and flexibility to meet the intellectual property needs of our clients, whether start-up or Fortune 500®.

By concentrating our practice solely on intellectual property law, we are able to eliminate unnecessary overhead found at large, multi-practice firms. Our dedicated full-time staff uses state-of-the-art intellectual property management and filing systems to create efficiencies. Additionally, our network of experienced foreign associates enables us to promote the highest level of service to our clients. McCracken & Gillen's fee arrangements are structured to be consistent with and tailored to client goals.

Our principles are evident in our business practices. We provide high-quality, attentive intellectual property service with an understanding of each client's business and objectives. Our mission is to effectively capture, protect, and enforce intellectual property assets to create substantial value for our clients.



**MCCRACKEN &
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OUR SERVICES

McCracken & Gillen offers a broad range of intellectual property services, including:

PATENT PROSECUTION AND CLIENT COUNSELING

- ▶ Identification of patentable technology
- ▶ U.S. and international application filing and prosecution
- ▶ Patentability, infringement, validity, and right-to-practice investigations and opinions
- ▶ Expertise in emerging and established technologies
- ▶ Company patent program counseling

TRADEMARK, COPYRIGHT, AND TRADE SECRET COUNSELING

- ▶ Trademark clearance searches, opinions, and watches
- ▶ Prosecution of U.S. and international trademark applications including Madrid Protocol
- ▶ Trademark opposition and cancellation proceedings
- ▶ Trademark enforcement counseling
- ▶ Counseling and agreements regarding trade secret protection and copyright protection
- ▶ Unfair competition and state law claims

LICENSING, CONTRACTS, AND TECHNOLOGY TRANSFER

- ▶ Counseling on structure of license agreements and technology transactions
- ▶ Litigating and resolving licensing and other contractual disputes
- ▶ U.S. and international licensing and other IP agreements
- ▶ Counseling strategies to protect and enhance intellectual property portfolios

PORTFOLIO AND ASSET MANAGEMENT, AND M&A COUNSELING

- ▶ Strategic planning for technology groups
- ▶ Competitor product analysis and tracking
- ▶ Business considerations relative to IP asset acquisition or enforcement
- ▶ Intellectual property portfolio evaluation for M&A transactions
- ▶ Intellectual property risk assessment for M&A transactions

INTELLECTUAL PROPERTY LITIGATION

- ▶ In-depth patent infringement litigation expertise
- ▶ Pre-litigation due diligence analysis and counseling on litigation strategies and options
- ▶ Start-to-finish representation in trademark, trade secret, and unfair competition litigation matters
- ▶ IP trial and appellate practice experience
- ▶ Post-grant proceedings including inter partes review (IPR)



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TECHNICAL EXPERTISE

We have extensive experience and expertise in diverse state-of-the-art technologies, including:

ELECTRICAL AND COMPUTER

- ▶ Acoustic Technology
- ▶ Computer Controlled Systems
- ▶ Digital Communications
- ▶ Engine Control Systems
- ▶ Image and Video Processing
- ▶ Integrated Circuits and Electronics
- ▶ Lighting Systems
- ▶ Optical, Laser, and Microwave Technology
- ▶ Printable RFID and Circuit Technology
- ▶ Power Conversion Systems
- ▶ Scientific Instrumentation
- ▶ Voice, Data, and Video Systems
- ▶ Wireless Networks

SOFTWARE AND INTERNET TECHNOLOGIES

- ▶ Artificial Intelligence and Machine Learning
- ▶ Computer Objects and Models
- ▶ Financial Trading and Exchange Systems
- ▶ Information Technology
- ▶ On-line Marketing and Purchasing Systems
- ▶ Software Processes
- ▶ Web-based Applications

MEDICAL/DENTAL

- ▶ Cancer Therapy Technologies
- ▶ Cardiovascular Implants
- ▶ Dental Crown and Implant Production
- ▶ Dental Burs and Scalers
- ▶ Drug Delivery Systems
- ▶ Medical Diagnostic Software
- ▶ Medical Imaging Systems/MRI Systems
- ▶ Orthopedic Devices

MECHANICAL AND ELECTROMECHANICAL

- ▶ Aerospace and Turbofan Engine Technology
- ▶ Air Quality Purification Technology
- ▶ Automotive Technology
- ▶ Batteries and Battery Manufacturing
- ▶ Consumer Products
- ▶ Credit Card Production Systems
- ▶ Fuel Injection Systems
- ▶ Filter Designs
- ▶ Heat Exchange Systems
- ▶ Industrial Pumps, Motors, and Turbines
- ▶ Industrial Valves and Compressors
- ▶ Intermodal Transportation Systems
- ▶ Mixing Systems
- ▶ Packaging Technology
- ▶ Printing and Publishing Technology
- ▶ Sensor Technologies
- ▶ Stadium Seating Systems
- ▶ Vehicle and Stationary Engines
- ▶ Vehicle Transmissions and Drivetrains

CHEMICAL

- ▶ Catalysts and Adsorbents
- ▶ Chemical Processes and Control Systems
- ▶ Distillation and Extractive Separation Processes
- ▶ Foundry Castings
- ▶ Inkjet Formulations
- ▶ Material Compositions
- ▶ Polymer, Organic, and Inorganic Chemistry
- ▶ Refining and Petrochemical Processes



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OUR PEOPLE



WILLIAM E. MCCRACKEN

Managing Partner

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phone: 630-286-7620

William McCracken's career spans more than 30 years assisting companies of all sizes in identifying, protecting, and exploiting their technologies and proprietary processes. Bill has focused his intellectual property practice on patent, trade secret, and trademark litigation, and he has also participated in the preparation and prosecution of hundreds of patent applications in the electrical, electro-mechanical, software, and mechanical arts.

In addition to his litigation experience in Federal Court, Bill has experience representing and counseling clients in post grant matters such as inter partes review (IPR) proceedings before the Patent Trial and Appeal Board (PTAB).

Bill's experience has not only included defense of clients but also enforcement of their IP rights. Using his business acumen, he has counseled clients in creating value from their intellectual property by designing sophisticated licensing programs and joint venture initiatives.

Bill's clients include Fortune 500® companies and privately held multi-national corporations engaged in a variety of technologies. Bill also has extensive experience in the preparation of patent opinions, licensing agreements, confidentiality and non-disclosure agreements, trademark opinions, applications for trademark registration, and other IP enforcement actions.

Prior to forming McCracken & Gillen, Bill had been a partner at three prestigious Chicago intellectual property firms where he engaged in significant competitive analyses in a broad range of technological competencies.

Bill is a member of The Richard Linn American Inn of Court.

EDUCATION

J. D. - Loyola University School of Law

B. S. - Electrical Engineering,
University of Illinois at
Urbana-Champaign

BAR ADMISSIONS

State of Illinois

U.S. District Court:
Southern District of Illinois
Northern District of Illinois
Western District of Michigan

U.S. Court of Appeals:
Seventh Circuit
Federal Circuit

U.S. Patent and Trademark
Office



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GARY R. GILLEN

Partner

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Gary is an accomplished intellectual property attorney practicing in Chicago for over 20 years. His practice focuses on complex patent prosecution, portfolio management, product clearance, patent related opinions, and intellectual property litigation.

Gary is intellectual property counsel to emerging growth, mid-market, and Fortune 500® companies. He has experience with a variety of state-of-the-art technologies including wireless networks, computer controlled systems, software processing, medical and dental devices, automotive components, scientific instrumentation, voice data and video systems, consumer products, imaging systems, ballistic body armor, and industrial equipment. Gary also represents universities and research organizations regarding their leading innovations, including obtaining patent protection for a Nobel prize winning inventor.

Gary's patent practice is complemented by his considerable intellectual property litigation experience. He has been a start-to-finish advocate in over twenty-five patent, trademark, copyright, and trade secret litigation matters. His more high profile cases have been highlighted in such publications as The Wall Street Journal and the Chicago Tribune.

In addition to his litigation experience in Federal Court, Gary has experience representing and counseling clients in post grant matters such as inter partes review (IPR) proceedings before the Patent Trial and Appeal Board (PTAB).

Prior to joining McCracken & Gillen, Gary was a partner at both a national full-service law firm and a national IP law firm. Gary was also a recipient of the Evans Scholarship to Marquette University.

EDUCATION

J. D. - The John Marshall Law School

B. S. - Biomedical Engineering (Electrical Engineering and Computer Science Department), Marquette University

BAR ADMISSIONS

State of Illinois

U.S. District Court:
Northern District of Illinois
Northern District of California
Middle District of Florida

U.S. Court of Appeals:
Seventh Circuit
Federal Circuit

U.S. Patent and Trademark Office



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RIYAZ M. ASARIA

Patent Agent

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Riyaz's practice is primarily focused on patent prosecution and analysis in a variety of software, electrical, mechanical, and electro-mechanical areas including acoustic and optical microscopes, artificial intelligence, batteries, digital communications, financial trading, image processing, inkjet printing systems, printed electronic circuits, sensors, and turbofan engines. Riyaz has obtained patents for our clients in the United States, Europe, Asia, and Latin America.

EDUCATION

B.A. - Computer Studies

B.A. - Economics,
Northwestern University

BAR ADMISSIONS

U.S. Patent and Trademark
Office

In addition to patent prosecution, Riyaz works with McCracken & Gillen attorneys on freedom-to-operate studies, patent invalidity analysis, pre-litigation assessments of products that may infringe our clients' patents and trademarks, and technology and patent analysis during litigation.

Riyaz strives to understand our clients' technology and business objectives for developing an intellectual property portfolio. He has worked with individual inventors, start-ups, mid-size businesses, and Fortune 500® corporations.

Riyaz's patent practice is complemented by his software development and technology analysis background. Prior to joining McCracken & Gillen, Riyaz was involved in all phases of software development and technology analysis during his 18-year career at RR Donnelley's Technology Center in Chicago. Riyaz was responsible for development of image processing systems for image enhancement and color correction, process control systems, and publishing systems. He is co-inventor on one issued patent.



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JOHN G. TOLOMEI

Counsel

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John Tolomei offers a wealth of knowledge as an intellectual property attorney. His leadership roles as patent counsel for a variety of corporations, including Chief Patent Counsel for a multi-national company, combined with his in-depth experience in private practice, provide John with the unique ability and business savvy to counsel technology-driven clients in complex intellectual property matters.

John brings his in-house experience as a top-level problem-solver and project team member to clients seeking outside counsel that understands corporate cultures and business objectives. His prior work regularly required partnership with technologists, business personnel, and company leaders. John's training, teamwork, and leadership in corporate environments brings acumen and insight into serving clients' needs in procuring, managing, and monetizing IP.

John began his intellectual property practice preparing and prosecuting patents both in the U.S. and abroad, including directing foreign agents in administrative patent proceedings. He rose to the role of Chief Patent Counsel for United Oil Products LLC (now Honeywell UOP), a premier licensor of oil processing technology. At UOP, John lead a team of ten patent attorneys in overseeing an IP portfolio of over 2000 patents along with associated know-how and trade secrets. In addition to his IP work in oil conversion, John's corporate IP experience ranges from Fortune 500 heavy equipment manufacturer, Deere & Company, to Chief IP/Legal Officer for a biotech start-up using microorganisms to make fuels from waste materials. These corporate positions gave John broad experience with agreements for licensing and joint ventures, along with acquisition matters and freedom to operate studies.

When needed, John has overseen patent and trade secret litigation and served as a key team member in negotiating litigation settlements. However, he more typically works across business and technical lines to creatively avoid litigation through business deals and/or finding work arounds.

EDUCATION

J.D. - Chicago-Kent College of Law
(High Honors, Awarded Kent Merit Scholarship)

M.S. - Civil Engineering, Illinois Institute of Technology

B.S. - Civil Engineering, Illinois Institute of Technology

BAR ADMISSIONS

State of Illinois

U.S. Patent and Trademark Office



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ELIZABETH A. SIETSEMA

Associate

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Elizabeth is an attorney in the area of trademark, copyright, licensing, and business law. Her practice focuses on international and domestic trademark prosecution, licensing, patent and trademark infringement litigation, commercial litigation, intellectual property opinions, and transactional counseling.

Elizabeth has experience counseling clients of all sizes on a wide variety of intellectual property, litigation, and business issues. She has been involved in patent infringement litigation, inter partes review proceedings, litigation that resulted in multi-million dollar judgments awarded to her clients, and has also coordinated the closing of large financial transactions. She regularly counsels clients on brand protection, trademarks, and licensing issues. Elizabeth has also successfully handled appeals in state court.

Early in her legal career, Elizabeth gained business experience representing clients in commercial litigation and corporate matters. She later built on that business experience coordinating the closing of large real-estate investment deals and financing transactions.

Elizabeth attended Chicago-Kent College of Law and graduated with honors. While pursuing her law degree, Elizabeth worked as a research assistant for the dean of Chicago-Kent College of Law and as a judicial extern for the Honorable Blanche M. Manning of the Northern District of Illinois.

EDUCATION

J.D. - Chicago-Kent College of Law

B.A. - Finance

B.A. - East Asian Languages and Cultures

University of Illinois at Urbana-Champaign

BAR ADMISSIONS

State of Illinois

U.S. District Court, Northern District of Illinois



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EDUCATION

J.D. - Rutgers University

M.B.A. - Rutgers University

M.S. - Electrical Engineering,
Washington University

B.S. - Physics, Morehouse
College

BAR ADMISSIONS

State of New Jersey

U.S. District Court,
District of New Jersey

U.S. Patent and Trademark
Office

JAMES MILTON

Counsel

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James possesses over fifteen years of experience in intellectual property law, specializing in domestic and international patent prosecution and patent-related client counseling. Technical areas of experience include telecommunication, wireless technology, high-capacity switching networks, data networks, optical networks, electronics, software implemented inventions, congestion control, vehicle security, image processing, power reduction and control, sensor devices, smart cards, and network monitoring.

James was formerly an attorney with the Patti & Malvone Law Group, LLC (2005-2018) in Chicago, Illinois, where he performed preparation and prosecution of patent applications filed in the United States and in international offices. Also, James served as Corporate Counsel for Lucent Technologies Inc. (2003-2005) in Holmdel, New Jersey, where he performed preparation and prosecution of patent applications and managed outside counsel.

Prior to practicing law, James served as a Member of Technical Staff in Bell Labs Advanced Technologies (1998-2003), where he performed studies that assisted sales teams in selling over \$1 billion in equipment and consulting services to domestic and international customers. James was a Lead Consultant at Bellcore (Telcordia) in Red Bank, New Jersey, where he provided systems engineering and business modeling support for domestic and international telephone companies. James was a Network Services Supervisor for Southwestern Bell Telephone Company where he designed special service circuits, screened and assigned service orders to circuit designers, assisted the Field Assistance Bureau in resolving problems, and managed projects that specified the addition, relocation, and removal of central office equipment in the metropolitan St. Louis area.



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EDUCATION

J.D. - IIT Chicago-Kent College
of Law

B.S. - Electrical Engineering,
Wayne State University

BAR ADMISSIONS

State of Illinois

United States Patent and
Trademark Office

NEIL R. ORMOS

Counsel

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Neil Ormos has over 20 years of experience as an intellectual property attorney. His practice focuses on patent law, including patent preparation and prosecution, analysis of inventions, products, and services for patentability, infringement, and freedom to operate. Neil also advises clients on the protection of ornamental designs and the strategic development of intellectual property assets to achieve business goals.

Prior to his affiliation with McCracken & Gillen, Neil held patent counsel positions with Fortune 500 telecommunications equipment and device manufacturers, where his work included domestic and foreign patent prosecution and management of outside counsel efforts in defined portfolio areas, portfolio evaluation, analysis of competitive products, and consulting on internal processes for patent prosecution, portfolio management, patent committee management, and identifying and exploiting patent-worthy work product of research and development activities. In private practice, Neil has been a principal in and of counsel to boutique intellectual property firms, where his practice emphasis included patents, copyrights, trademarks, and domain-name disputes. Neil started his legal career at a mid-sized intellectual property firm, first as a clerk, and later as an associate attorney, where he divided his time between patent preparation and prosecution and assisting in litigation.

Before practicing law, Neil worked as an engineer at Motorola, designing computer hardware and software used in cellular telephone networks. Earlier, he worked in software development, computer operations, and the design of machine-tool control systems.



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J. STEVEN SVOBODA

Counsel

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Steven is an intellectual property attorney with an emphasis in patent preparation and prosecution, infringement and validity studies, copyright, and trademark practice. He has been registered to practice patent law before the United States Patent and Trademark Office since 1999. Steven develops strategies for building intellectual property portfolios based on a client's business plan, technology, and positioning of its business relative to its competitors and helps to identify "patentable elements" of an idea. His technical areas of expertise include robotics, electronic devices, social networking, audio/video technologies, computer systems and networks, software and application program interfaces, and computer graphics.

In recent cases, Steven has been successful in obtaining allowances on a first Office action at a significantly higher rate compared to the USPTO average.

Steven has participated as co-lead attorney in state and federal litigation including a federal civil rights case.

Prior to beginning his fifteen years as a full-time intellectual property attorney, Steven worked as an immigration lawyer. He also founded an award-winning non-profit through which he has worked with the United Nations and published forty peer-reviewed articles on human rights, medical ethics, and law.

He is a tournament-level chess player and is nationally ranked as an Expert (the rank below Master). Steven speaks and writes fluently in Spanish.

EDUCATION

J.D. - Harvard University Law School (with Honors)

M.S. - Physics, University of California Los Angeles (with Honors and Distinction)

B.S. - Physics, University of California Los Angeles (with Honors and Distinction)

BAR ADMISSIONS

State of Massachusetts

U.S. Court of Appeals
First Circuit

U.S. Supreme Court

U.S. Patent and Trademark
Office



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CHARLES WARREN

Counsel

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phone: 630-286-7676

Charles Warren has over 20 years experience as an intellectual property attorney. His experience includes leadership roles as patent counsel for Motorola, Inc. and AT&T/Lucent Technologies, including managing an IP law center for the latter with IP attorneys located at multiple U.S. and foreign locations. While in private practice, he has also counseled technology startup companies. This wealth of experience provides Charles with the ability to understand complex IP matters and provide proactive legal advice over a wide range of technologies.

EDUCATION

J.D. - The John Marshall Law School

M.S. - Electrical Engineering, Midwest College of Engineering

B.S. - Electrical Engineering, University of Tennessee

BAR ADMISSIONS

State of Illinois

U.S. District Court, Northern District of Illinois

U.S. Court of Appeals, Federal Circuit

U.S. Patent & Trademark Office

Charles began his intellectual property practice with a Chicago IP law firm (now part of Jones Day) concentrating in patent prosecution and litigation. Having previously worked for Motorola, Inc. as an electrical engineer prior to attending law school, Charles then returned to Motorola as an IP law attorney where he was promoted with increasing responsibilities for patent management and licensing. He then joined AT&T Corp., with his position transitioning to Lucent Technologies Inc., where he concentrated on patent prosecution that included switching, wireless communications, digital data, software based inventions, and fiber optic technologies. Charles was promoted to lead a team of IP attorneys located at various locations within the US as well as management of IP offices in the United Kingdom and Japan. He was a member of the Intellectual Property Business Leadership Council that set policy and strategy for Lucent's IP matters. After taking early retirement from Lucent, Charles joined a Chicago boutique IP law firm where he concentrated on patent prosecution and legal opinions related to patents.

Prior to becoming a lawyer, Charles worked for Motorola, Inc. as an electrical engineer designing two-way communications equipment. He continued his technical education while working full-time for Motorola and obtained a Masters degree in electrical engineering as well as completing several graduate-level management courses before deciding on attending law school.



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