

Laura Grebe

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PARTNER

Overview

For Laura (She/Her), intellectual property is a business asset and every client should see a return. Sometimes clients expect a direct return by exploiting an IP asset itself, such as selling a patented product or increasing sales through brand recognition. Sometimes clients look for an indirect return through licensing programs, or by increasing portfolio value when posturing for sale of business assets. However it happens, Laura has spent more than a decade helping clients reach their end game to see that return.

Since grade school Laura has known two things: that she wants to be a lawyer and she loves science. Being a patent attorney satisfies both passions. Today she assists clients with obtaining, maintaining and exploiting patent and trademark rights, all with the view that IP needs to work for the client. She manages global patent and trademark portfolios for large international clients, as well as small businesses, and advises on overall intellectual property protection strategies. She enjoys leading clients through different scenarios to reach their goals and teaching about the mechanics and value of intellectual property.

Laura's clients work in a variety of industries. She counsels clients in the biomedical technology field on inventions regarding orthopedic implants, surgical instruments, prostheses, ophthalmic diagnostic devices, dressings and beauty products, among others. In the field of chemical technologies she assists clients with developments that include polymers/ polymeric compositions, flame retardants, catalyst systems, cable insulation, films/barrier films, nano-layer films, micro-layer films, coatings, packaging and specialty chemicals. Laura represents clients in the mechanical and electrical technologies industry regarding fuel injection and transmission systems, scaffolding and work platform systems, propulsion systems, bathymetric mapping systems, satellite telemetry, imaging devices, electronic bartering systems, consumer goods, optics and safety devices. Laura works with medical entities, cannabis businesses and financial institutions on trademarks. Her experience includes counseling clients on rebranding issues, from the initial clearance searches to consulting on the range

SERVICES

Intellectual Property
Cannabis, CBD & Hemp
Construction
Chemical
Manufacturing & Food Processing

EDUCATION

Marquette University Law School, J.D., *magna cum laude*
Marquette University, B.S.

ADMISSIONS

Wisconsin
U.S. Patent and Trademark Office

and scope of trademark coverage.

Laura previously prepared and prosecuted patent applications on behalf of the National Aeronautics and Space Administration (NASA), Naval Undersea Warfare Center (NUWC), Naval Surface Warfare Center Dahlgren Division (NSWCDD) and the National Institute of Standards and Technology (NIST). Laura also worked with the U.S. Army Corps of Engineers in managing their international trademark portfolio. She has counseled the Securities Exchange Commission (SEC) with respect to various trademark registrations and assisted the SEC in updating their trademark licensing policies and managing their licenses with third parties. Laura uses her experience obtaining and operating under these government contracts to help clients review STTR/SBIR contracts and navigate rights allocation under these small business arrangements.

For a period following the Supreme Court Ruling in *Alice Corp. v. CLS Bank International*, the USPTO's guidance regarding subject matter eligibility was in flux. Laura worked with clients during this time to navigate the unknown. A number of clients' patent applications received new rejections, with the USPTO asserting the subject matter was not eligible for patent protection based on the new *Alice* ruling. When discussions with the specific examiners revealed they were unsure how to proceed with the new rejections, Laura had the opportunity to conduct interviews with the USPTO's "*Alice* expert" and ultimately reach a resolution.

Outside the office, Laura is a Girl Scout troop leader for her daughter's troop. A Girl Scout herself since 1991, Laura enjoys helping girls identify and explore their passions, grow in confidence and use their skills to make the world a better place. In addition, she is a baker, a PADI-certified advanced open water diver, a published author, a musician and a runner. She uses knowledge from all of these activities in her practice, whether she is writing a patent application for a SCUBA-related technology or navigating the politics of government contracting in revising agreements.

Experience

Serves as Intellectual Property Counsel for a Leading Manufacturer and Distributor of Renewal, Fiber-Based Consumer and Industrial Packaging Solutions

Served as Outside Counsel for One of the Largest Global Chemical Producers

Served as Outside Counsel for a Large Construction and Civil Engineering Company

Created and Implemented a Trademark Licensing and Compliance Program for a Government Agency

Laura Grebe

Successfully Obtained Patent Coverage for Electronic and Mechanical Components Used in Propulsion and Rocket Technologies

Laura Grebe

Membership & Involvement

- Wisconsin Intellectual Property Law Association: Member 2017 - Present; President, 2020 – 2021; VP/President-Elect 2019-2020, Treasurer 2018-2019; Program Chair 2017-2018
- UPAF Ride for the Arts Steering Committee: Member, 2018 – 2019; Entertainment Chair, 2017 -2018
- Volunteer: Girl Scout Troop Leader, 2020 - Present

Honors

- Selected to *The Best Lawyers in America*® in Litigation - Intellectual Property: 2024

Firm News

92 Amundsen Davis Attorneys Recognized by Best Lawyers® in 2024 in America Firm News, August 17, 2023

Amundsen Davis Welcomes New Partner, Laura Grebe, to Intellectual Property Practice Group in Milwaukee Firm News, March 28, 2022

Alerts

Disney's Icon Unleashed: Mickey Mouse & The Dual Dance of Copyright and Trademark Laws

Good News for Patent Applicants: USPTO Extends the After Final Consideration Pilot Program 2.0

"Taco Tuesday" Serves Up Lessons on Trademark Protection

Supreme Court Rules in Favor of Commercial Use Over Dog Toy Parody in Trademark Case

USPTO Transitioning to Electronic Patent Grants Starting April 18

Happy Public Domain Day!

For Sale or Not for Sale? Consider a Patent Application First

It's Time to "Get Smart" About the SMART Copyright Act – What it Means for Copyright and Patent Holders

Speaking Engagements

2024 WAMIC Short Course

Speaking Engagement, Wisconsin Association of Mutual Insurance Companies, Seminar; Stevens Point, WI, May 14, 2024 - May 15, 2024

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