

**Bruce D. George | Senior Counsel**  
Intellectual Property & Technology

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Bruce George's practice includes patent, trademark, and copyright prosecution, litigation, counseling, and licensing.

Bruce counsels corporate, university, high technology, and emerging business clients in matters involving:

- U.S. and international patent prosecution and counseling in the electrical, mechanical, telecommunication, computer software, medical device and business method arts
- patentability, infringement, validity, and freedom to operate opinions
- design around counseling
- trademark and copyright prosecution, counseling, and licensing
- trademark registration availability and freedom to use opinions
- matters of unfair competition, trade secret and domain name disputes

Prior to his legal career, Bruce served for 14 years as a planning, design, and construction management engineer with the U.S. Army and the U.S. Army Corps of Engineers. As a result of that service, Bruce maintains his Professional Engineering (P.E.) license.

## Select Engagements

- Small corporation with development of international patent portfolio, and freedom to operate and licensing counseling
- S&P 500 company with trademark portfolio management, and enforcement against trademark infringement and domain name cybersquatting

- Individual inventor with patent counseling and prosecution, and preparation/negotiation of a joint development agreement with a major manufacturer
- Adjunct professor with copyright counseling and licensing of educational materials
- Entrepreneurial group with patent design around counseling prior to launch of new product line

## **Admissions**

- Pennsylvania
- New Jersey
- U.S. Patent and Trademark Office

## **Memberships**

- American Bar Association
- New Jersey State Bar Association
- Pennsylvania Bar Association

## **Education**

- Rutgers, the State University of New Jersey at New Brunswick, BS
- Rutgers University School of Law, Camden, JD, high honors