

## William J. Lenz

Of Counsel | Intellectual Property

### OVERVIEW

Bill provides strategic counsel to numerous clients regarding the development, protection and monetization of sophisticated global intellectual property portfolios. His practice includes a wide array of intellectual property matters with a particular emphasis portfolio management and long-term portfolio strategy development, management of defense and enforcement actions, infringement and clearance analyses, technology agreements, licenses and transfers, and strategic guidance on significant corporate, private equity and other investment transactions that involve complex intellectual property components.

He represents businesses across a broad spectrum of industries and technologies, including financial services, data and analytics, digital marketing, software, mobile device manufacturers, professional audio and consumer electronics, health care IT, and telecommunications. He serves as primary intellectual property counsel for several clients. He helps them navigate their highly competitive markets, managing extensive portfolios and licensing practices and fully leveraging their intellectual property to meet business objectives.

Bill's litigation practice focuses on the development and deployment of litigation strategy and managing litigation teams in disputes across the country from both the enforcement and defense perspectives. He counsels clients through every aspect of litigation and provides pragmatic advice in consideration of all facets of the clients' business.



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### EDUCATION

The John Marshall Law School (J.D., 1999) *cum laude*

University of Illinois at Chicago (B.S., 1992)

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### ADMISSIONS

Illinois

U.S. Patent and Trademark Office



Bill is a member of NGE's Sustainability Committee, which develops and oversees firm initiatives designed to reduce NGE's environmental footprint.

Before starting his legal career, Bill worked as a development engineer for an international communications products manufacturer where he developed a deep understanding of the complex business and legal considerations and internal pressures his clients face every day in their operations. This practical experience enables him to take a more holistic and business-focused approach to learning his clients' operations, anticipating and responding to critical changes in the marketplace, and developing new, multifaceted strategies to protect and leverage their intellectual property all over the world.

## EXPERIENCE

- Successfully defended client in paper industry against patent infringement claims, resulting in a jury verdict of zero liability to competitor seeking \$120 million in damages.
- Co-orchestrated and managed patent enforcement campaign in artificial sports turf industry, resulting in numerous favorable settlements and increased market share for client.
- Obtained patents and successfully licensed technology for start-up battery technology client resulting in first significant revenue stream for client.
- Obtained and successfully leveraged patents for automotive components manufacturer resulting in obtaining key customer contracts.
- Prepared and filed summary judgment motion directed to preclusion of plaintiff's damages claims, resulting in opposing counsel withdrawing damages claim before decision.

## RECOGNITIONS

### NEWS & INSIGHTS

August 15, 2024 Firm News

60 Neal Gerber Eisenberg Attorneys Included in 2025 *Best Lawyers In America*

August 17, 2023 Firm News

55 Neal Gerber Eisenberg Attorneys Included in 2024 *Best Lawyers In America*

August 18, 2022 Firm News

60 Neal Gerber Eisenberg Attorneys Included in 2023 *Best Lawyers*



**August 18, 2021 Firm News**

52 Neal Gerber Eisenberg Attorneys Included in 2022 Best Lawyers

**November 24, 2020 Firm News**

NGE Represents Shure in Acquisition of Stem Audio

**August 1, 2018 Publication**

Client Alert: Ninth Circuit Says Think Twice Before Sending That Takedown Notice Under DMCA: Be Sure You Have a Good Faith Belief It's Not Fair Use

**July 6, 2018 Firm News**

Neal Gerber Eisenberg Assists Afghan Translator in Resettling to the United States