maschoff brennan



Richard C. Gilmore

Registered Patent Attorney • Partner

let's connect

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Salt Lake City

education

- J.D., University of Utah, S. J. Quinney College of Law, 1993
- B.S., University of Utah, Mechanical Engineering, 1990

expertise

Patent Prosecution • Patent Trial and Appeal Board Proceedings • Trademark Prosecution • Trademark Trial Appeal Board Proceedings

Rick is involved in all aspects of intellectual property law, with a focus on patent and trademark application preparation and prosecution domestically and internationally. He represents large and small clients from a diverse range of industries and often works directly with in-house counsel to develop and maintain their worldwide patent and trademark portfolios. His patent practice includes utility and design patents, appeals to the U.S. Patent and Trademark Office Board of Appeals and Interferences, and reexamination proceedings.

Rick is a frequent speaker on patent and trademark matters. He speaks each year at the American Intellectual Property Law Association (AIPLA) Annual Trademark Boot Camp. He has also taught many law school classes on patent and trademark issues.

Rick is most at home in the water. He's a three-time All-American swimmer, competing at a national and international level. At one point, he was ranked as one of the top twenty-five swimmers in the world. When on dry land, Rick enjoys golfing, skiing, and running.

Chambers RANKED IN USA 2026 Richard Gilmore

IAM 1000

MASCHOFF BRENNAN 2027 RECOGNIZED BY Best Lawyers

Utah Legal Elite TOP LAWYERS IN UTAH

IP STARS from Managing IP

my focus

Automotive	Aviation	Computers & Databases	Consumer Goods & Services
Copyright Registration	Data Privacy & Security	Domain Name Disputes	Clean Technology & Renewable Energy
Financial Services & eCommerce	Health Care	Licensing & Transactions	Manufacturing
Medical Devices	Opinions & Counseling	Outdoor Recreation & Sporting Goods	Patent Prosecution
Portfolio Management	Post-Issuance Proceedings	Trademark Prosecution	Trademark Trial and Appeal Board

technical experience

- Mechanics & Mechanical Engineering

- Electronics & Electrical Engineering
- eCommerce & Virtual Currencies

professional admissions & associations

- California State Bar
- Registered Patent Attorney
- American Intellectual Property Law Association (AIPLA)
- International Trademark Association (INTA)
- American Bar Association (ABA)
- Orange County Bar Association (OCBA)

publications & presentations

- "Hands-on Training: Ordering Trademark Clearance Search Reports; Analyzing Search Reports; Preparing Opinions," American Intellectual Property Law Association (AIPLA) 2026 Trademark Boot Camp, Washington, D.C., June 17, 2026
- "Ordering Trademark Clearance Search Reports; Analyzing Search Reports; Preparing Opinions," American Intellectual Property Law Association (AIPLA) 2024 Trademark Boot Camp, Arlington, VA, June 24, 2024
- "Steamboat Willie Enters the Public Domain. What Does This Mean for IP Protection of Mickey Mouse?", Orange County Intellectual Property Law Association, February 15, 2024
- "Implementing Design Patents Into A Business Strategy," United States Patent Office (USPTO) Design Webinar Series, Webinar June 28, 2023
- "Hands-on Training: Ordering Trademark Clearance Search Reports; Analyzing Search Reports; Preparing Opinions," American Intellectual Property Law Association (AIPLA) 2023 Trademark Boot Camp, Arlington, VA, June 15, 2023
- "Hidden Risks and Opportunities in a Looming Economic Downturn," IP Counsel Cafe, Palo Alto, CA, May 3, 2023
- "Improving Patent Quality," Utah IP Summit, Salt Lake City, UT, February 24, 2023
- "Ordering Trademark Clearance Search Reports; Analyzing Search Reports; Preparing Opinions," American Intellectual Property Law Association (AIPLA) 2021 Trademark Boot Camp, Arlington, VA, August 31, 2021
- "How Trademarks Can Be Your Business' Most Valuable Asset," *Utah Business Magazine* Webinar June 26, 2020
- "The Strategic Importance of Thorough Trademark Searches and Carefully Crafted Opinion Letters," American Intellectual Property Law Association (AIPLA) 2019 Trademark Boot Camp, Arlington, VA, June 6, 2019
- "Ordering Trademark Clearance Search Reports; Analyzing Search Reports; Preparing Opinions," American Intellectual Property Law Association (AIPLA) 2018 Trademark Boot Camp, Arlington, VA, June 7, 2018
- "Assessing Search Results to Identify Infringements, Overcoming Clearance Challenges, Preparing Opinions to Reduce Legal Risks," Strafford Structuring Trademark Clearance Opinions, Webinar, March 1, 2018
- "Trademark Application Pre-Filing Strategies: Overcoming the Obstacles," San Jose, CA, June 27, 2017
- "Hands-on Training: Ordering Trademark Clearance Search Reports; Analyzing Search Reports; Preparing Opinions," American Intellectual Property Law Association (AIPLA) 2017 Trademark Boot Camp, Arlington, VA, June 8-9, 2017
- "Developing a Strong Trademark Strategy," IP Counsel Cafe, Palo Alto, CA, May 11, 2017
- "Trademarks 101," Thin Air Workshop, Park City, UT, April 5, 2017
- "Trademark Application Pre-Filing Strategies: Overcoming the Obstacles," Strafford Intellectual Property Webinar, June 16, 2015
- "Preparing for And Ordering Trademark Clearance Search Reports; Analyzing Search Reports; Preparing Opinions," Trademark Boot Camp, American Intellectual Property Law Association (AIPLA), Alexandria, VA June 4, 2015
- "Structuring Trademark Clearance Opinions" Strafford Intellectual Property Webinar, September 10, 2014
- Trademark Boot Camp, American Intellectual Property Law Association (AIPLA), Alexandria, VA June 5, 2014 "Preparing for And Ordering Trademark Clearance Search Reports; Analyzing Search Reports; Preparing Opinions"
- Trademark Boot Camp, American Intellectual Property Law Association (AIPLA), Alexandria, VA June 7, 2013 "Preparing for And Ordering Trademark Clearance Search Reports; Analyzing Search Reports; Preparing Opinions"
- Trademark Boot Camp, American Intellectual Property Law Association (AIPLA), Alexandria, VA June 22, 2012 "Developing a Filing Strategy (Part I)" and "Preparing for And Ordering Trademark Clearance Search Reports; Analyzing Search Reports; Preparing Opinions"
- Trademark Boot Camp, American Intellectual Property Law Association (AIPLA), Alexandria, VA June 10, 2011 "Developing a Trademark Filing Strategy" and "Analyzing Trademark Search Reports"
- American Intellectual Property Law Association (AIPLA) Annual Meeting, Washington DC, October 20, 2011 "Trademark Enforcement Strategies"

- American Intellectual Property Law Association (AIPLA) Annual Meeting, Washington DC, October 21, 2010 “E-commerce 2.0 and IP Practice Management: Real Solutions to Workflow for Patent and Trademark Practitioners”
- Utah State Bar, Intellectual Property Section, Salt Lake City, UT September 27, 2010 “National and International Perspectives on Trademarks”
- Trademark Boot Camp, American Intellectual Property Law Association (AIPLA), Alexandria, VA June 10, 2010 “Developing a Trademark Filing Strategy” and “Analyzing Trademark Search Reports”
- Rick has also lectured at the University of Utah College of Law on patent and trademark matters.

awards & recognition

- Chambers USA, Intellectual Property (2020 – 2026)
- U.S. News & World Report’s Best Lawyers: Patent Law; Trademark Law (2018 – 2027)
- IAM Patent 1000 (2018 – 2026)
- Utah Business Magazine’s Legal Elite (2018 – 2022)
- Managing Intellectual Property Magazine’s IP Star; Patent, Trademark (2018 – 2026)