



## Eric L. Maschoff

*Registered Patent Attorney | Shareholder*

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Eric's background as an accomplished computer hardware and software design engineer makes him uniquely qualified to assist his clients in dealing with their intellectual property challenges. His practice focuses on strategic counseling, licensing, and patent preparation and prosecution in the computer, electronics, semiconductor, communications, software, and Internet fields. He has extensive experience in developing strategies for protecting client technologies, preparing non-infringement opinions, conducting IP due diligence, and counseling clients in matters relative to strategic IP portfolio management.

Eric's practice also involves a wide range of intellectual property matters, including the acquisition and enforcement of patent, trademark, copyright and trade secret rights, computer and multimedia law, and administrative actions before the U.S. Patent and Trademark Office and U.S. Copyright Office. Eric is a former equity shareholder and former Board of Directors member for a major IP law firm in Salt Lake City.

In law school, Eric served as an intern to the Honorable I. Daniel Stewart, Associate Chief Justice of the Utah Supreme Court. He was a William H. Leary Scholar and a semifinalist in the Traynor Moot Court Appellate Advocacy Competition. He was also awarded the American Jurisprudence Award in Intellectual Property Law. Eric is currently an adjunct law professor at the University of Utah, S.J. Quinney College of Law with courses in patent law and patent drafting and prosecution.

Outside of work, Eric enjoys the Park City lifestyle by skiing, mountain biking, and participating in adventure races and triathlons. He loves listening to Bob Marley and spending time in Moab and Mexico with his family.

## Education

- J.D., *Order of the Coif*, University of Utah, S.J. Quinney College of Law, 1993
- B.S., New Mexico State University, Electrical and Computer Engineering, 1984

## Practice Focus

- Patent Prosecution
- Trademark Prosecution
- Copyright Registrations
- Licensing, Other Transactional Work & Client Counseling
- Employment Agreements & Invention Ownership
- Assignments of Intellectual Property Rights
- Patentability Opinions
- Trademark Searches and Clearance Opinions
- Patent Infringement and Validity Opinions
- Due Diligence Investigations of IP Portfolios During Acquisition or Merger Transactions
- Defensive Opinions of Non-infringement and Design Around Strategies

## Technical Experience

- Electronics & Electrical Engineering
- Electrical & Electromechanical Systems
- Semiconductors
- Telecommunications and Fiber Optics
- Consumer Electronics
- Computer Systems, Software & E-Commerce
- Business Methods & Information Technology
- E-Commerce Technologies and Business Methods
- Internet Technologies

- Physics/Optics
- X-Ray Devices and Equipment
- Optical Networking Systems and Components
- Active and Passive Optical components
- Lasers and related Optical components
- Mechanics & Mechanical Engineering
- Manufacturing Equipment
- Medical and Dental Devices

## Professional Admissions & Associations

- Utah State Bar
- Registered Patent Attorney
- American Intellectual Property Law Association (AIPLA)
- Institute of Electrical and Electronics Engineers (IEEE)
- Licensing Executives Society (LES)
- Adjunct Professor, S.J. Quinney College of Law, University of Utah

## Awards & Recognition

- Chambers USA, Intellectual Property (2016 – 2020)
- U.S. News & World Report's Best Lawyers, Patent Law (2008 – 2020)
  - Lawyer of the Year; Patent Law (2015)
- Mountain States Super Lawyers (2013 – 2019)
- Utah Business Magazine's Legal Elite (2013 – 2019)
- Managing Intellectual Property Magazine's IP Star; Patent (2018 – 2019)

