



ROBERT K. FERGAN **SHAREHOLDER**

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EDUCATION

J.D.,
Wayne State University Law School, 2002
B.S., Electrical Engineering
Kettering University, 1991
Minor, Optics
Kettering University, 1991

BAR ADMISSIONS

Michigan
U.S. Patent & Trademark Office

Robert Fergan focuses his practice on client counseling, licensing, and patent prosecution both in the United States and internationally. He has prepared and prosecuted patents in the electrical, mechanical, optical, and computer science arts, as well as patents relating to business methods. Robert has experience with a broad range of industries and technologies, including semiconductors, electronics, automotive, pharmaceutical, packaging, metrology, instrumentation, and optics. He regularly assists clients in designing internal processes to identify and track their valuable IP assets so they can make informed decisions about how to protect them. Robert also counsels clients on licensing agreements, joint development contracts, and related matters.

Prior to joining the firm, Robert spent a decade working in the image processing and optical inspection industry in both product development and marketing. His background allows him to understand both the technical work done by inventors as well as the business realities of the boardroom. He works at the intersection of both of these client stakeholders, serving as a seamless extension of their team. A firm believer in thoroughly knowing his clients' business, Robert's counsel is always fully grounded in their unique objectives and visions of success.

Robert has served as editor and chief of LANDSLIDE® Magazine and still sits on the content advisory board of the Intellectual Property Section of the ABA. Named a Michigan *SuperLawyers* Rising Star (2014), Robert has also assumed several leadership positions within the State Bar and participated in the Leadership Detroit program. Always learning, he stays abreast of developments in the industries in which his clients operate and the technologies that they work with, looking for opportunities for them to leverage. Like technology, the law is always evolving, and Robert ensures his client are aware of all the options available as they develop strategies for patenting their valuable innovations.

EXPERIENCE | LEGAL EXPERIENCE

- **Brinks Gilson & Lione**, Ann Arbor, Michigan
Shareholder, 2012-present
Associate, 2003-2011

EXPERIENCE | NON-LEGAL EXPERIENCE

- **Perceptron**, Plymouth, Michigan
Product Manager, 1998-2003
- **Industrial Technology Institute**, Ann Arbor, Michigan
Sr. Machine Vision Engineer, Project Manager, 1995-1998

Biographies | Robert K. Fergan

- **Applied Intelligent Systems**, Ann Arbor, Michigan
Sales Engineer, 1991-1998

EXPERIENCE | TEACHING EXPERIENCE

- **Thomas Cooley Law School**, Ann Arbor, Michigan
Adjunct Professor, *Computer Law*, 2011

PRACTICE GROUPS

Patent Prosecution
International Patent
Licensing
Litigation

FORWARD THINKING

Alerts

- Court Orders Owner of Patent with Claims Considered Abstract Under Alice to Pay Attorney Fees, January 27, 2016
- Federal Circuit Maintains Pre-AIA Interpretation of the On-Sale Bar for Public Sales, May 16, 2017

Presentations

- "What to Tell your Clients After *Bilski*," 2010
- "Confidential: Working with Customers and Suppliers in a Confidential Relationship," 2008
- "What to Tell Your Clients After *Bilski*," 2008
- "The Impact of New Patent Rules on Your Business," 2007
- "10 IP Red Flags for General Counsel," 2007
- "10 IP Red Flags for Business Managers," 2007
- "Creating Value in Your Company by Developing a Competitive IP Portfolio," 2006
- "Developing Technology with Contractors, Vendors and Partners," 2006
- "Maximizing Value from Your Patent Portfolio," 2006
- "Avoiding the Risks of Intellectual Property Litigation," 2005

HONORS

- Michigan Super Lawyers, 2013; Rising Star, 2014

AFFILIATIONS

- **State Bar of Michigan**
Representative Assembly, 22nd Circuit Rep., 2010-2012
Board of Commissioners, Board Member 2006-2009
Young Lawyers Section, Chair 2007, Chair-Elect 2006, Vice-Chair 2005, Treasurer 2004, Executive Council Member 2003-2006
Inter Alia Editor 2005
Delegate to ABA YLD Assembly, Mid-Year and Annual Meeting 2004-2006
- **American Bar Association**
Intellectual Property Law Section
Editor-in-Chief, *LANDSLIDE*, 2012-Present
Editorial Board, *LANDSLIDE*, 2008-2012
CLE Planning Board, 2010-2012
Annual Meeting, Chair, 2012
Mid-Year Meeting, Chair, 2010

Biographies | Robert K. Fergan

Pro Bono Committee, Co-Chair, 2007-2008

Young Lawyers Committee, Co-Chair, 2006

Practical Tips Program, Co-Chair Summer, Fall 2006

European Patent Practices Subcommittee, Chair 2005-2006

Business Law Section

Business Law Fellow, Cyberspace Law Committee, 2006-2009

Young Lawyers Division

Affiliate Database Team, Chair 2006

Internet and Intellectual Property Law, Liaison, 2005-2006

Internet and Intellectual Property Law Committee, Vice-Chair, 2005

▪ **Washtenaw County Bar Association**

Intellectual Property Law Section, Co-Chair 2006-2011

TECHNICAL BACKGROUND

- Analog Electronics
- Business Methods
- Digital Electronics
- Semiconductors
- Signal Processing
- Software