Robert Lord

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PRACTICE AREAS

Intellectual Property

Patents

Trademarks

Intellectual Property Litigation

COURT MEMBERSHIPS

- Texas
- U.S. Court of Appeals for the Federal Circuit
- U.S. District Court for the Eastern District of Texas
- U.S. District Court for the Northern District of California
- U.S. District Court for the Northern District of Texas
- U.S. District Court for the Southern District of Texas
- U.S. District Court for the Western District of Texas
- U.S. Patent and Trademark Office

According to one client, "Robert did an outstanding job of getting my patent granted. He quickly had a deep understanding of my invention and he did a terrific job of helping the examiner recognize the unique aspects of our patent application. He is very smart and easily understood complex technical differences, [and] he is able to successfully communicate those differences in a less technical way to patent examiners. It was a pleasure working with Robert."

Robert Lord brings a blend of intellectual property experience to the table—almost three decades melding legal experience, technical know-how, business acumen and political insights. Distinguished for creating practical, business-oriented strategies to tackle complex challenges, he listens empathetically, comprehends the intricacies of technology, then constructs alignment between stakeholders with competing interests. Robert's advocacy before the USPTO and courtroom has led to remarkable outcomes that fulfill client expectations.

Clients select Robert for his unparalleled capacity to grasp, articulate and navigate the convergence of technology and IP law. He dedicates his practice to resolving IP issues, be it client counseling, portfolio management, or fervently upholding IP rights in disputes. He works with clients in a variety of industries to procure and safeguard their intellectual property rights including:

- Copyright registration and litigation
- Inter Partes Review (IPR) proceedings
- International Trade Commission (ITC) investigations

EDUCATION

Baylor University School of Law, J.D., 1994

Baylor University, B.A., Computer Science, 1991

- IP agreement drafting and review, and due diligence
- Patent preparation, prosecution, management and litigation
- Patent Trial and Appeal Board (PTAB) proceedings
- Post Grant Review (PGR) proceedings
- Trademark preparation, prosecution and litigation

Robert caters to a diverse spectrum of clients, from Fortune 100 corporations to individual innovators, primarily in the high-tech and business method sectors across technology hubs such as Silicon Valley, New England, Austin, Toronto, and beyond. His industry knowledge also includes:

- Aerospace
- Artificial Intelligence
- Autonomous Devices
- Compilers
- Data Storage
- Energy
- Fintech
- Machine Learning
- Medical Devices
- Network Security and Network Stack
- Oilfield Services Technology
- Operating Systems
- Power System
- Safety and Emergency Preparedness Equipment
- Satellite Imagery
- Software Engineering
- Wireless Technology

Fueling his practice is the thrill of disentangling intricate technology and legal principles while cultivating lasting bonds with clients and peers. Proudly reflecting on recent matters, Robert's highlights include deftly securing intellectual property rights and averting potential legal hardships. From swiftly negotiating licenses below demand or budget to attaining settlements that cover legal fees and protect client interests—

his accomplishments are testaments to safeguarding client IP assets with discretion and finesse.

When asked about his work ethos, Robert describes it as "client-first—delivering high service, quick responsiveness and value, and understanding the client both professionally and personally." This philosophy extends beyond the office walls into celebrating mutual growth and victories.

WHEN ASKED …

What inspires you about the practice of law?

To help others create value in whatever they do be it monetary, balancing priorities, or even self-satisfaction is deeply gratifying. Particularly, I was always fascinated by computers from the first time I touched one and saw early on the potential for innovators to create massive value worldwide.

What do you do outside of work?

I enjoy family, gardening, local politics, and am a tree farmer of a 63 acres tract of land on Sam Rayburn Reservoir in East Texas.

REPRESENTATIVE EXPERIENCE

- Handled a patent infringement matter involving technology allegedly related to determining pricing for auto insurance based on driving habits. Resolved the matter quickly to acquire a license to the patented technology for a fraction of the original demand.
- Managed a patent infringement matter involving lighting technology. Resolved the matter very quickly as part of a joint defense group to acquire a license to the patented technology for far less than the client budgeted.
- Obtained a settlement where the client covered all legal fees and prohibited the alleged infringer from working with the primary clients of the company in a copyright infringement matter involving shelving systems at convenience stores.
- Handled a trademark infringement matter where the expert report stated that the trademarked logo and the alleged infringing logo would result in a likelihood of confusion for similarly situated

consumers. A notice of settlement was filed in the matter where the company (and any authorized third parties) using the alleged infringing logo will no longer use the mark.

- Managed a trademark infringement matter where the defendant in Alabama stopped using the mark and settled the lawsuit without even filing an answer to the complaint.

Presentations

- Presenter, "A Crash Course on Patent Prosecution for Patent Litigators," Practising Law Institute PLI Fundamentals of Patent Litigation, 2013-2024
- Presenter, "Fundamentals of IP for Small Business Owners," Houston, Texas, June 17, 2019
- "Acquiring and Polishing your Intellectual Property" Xuzhou, China; IP Trade Summit, November 2018
- "Legal Masterminds: Startup Bootcamp," San Francisco Bay Area, California, 2018
- "The Litigation Process in the U.S.—How did I get here? Can I get out? Is there a way to avoid it altogether?," Nanjing, Beijing, Ningbo, and Suzhou, China, 2012
- New Guidance from USPTO Regarding Subject Matter Eligibility under 35 USC 101, Houston, TX, 2015
- Design Patents in the United States: Preparation, Prosecution, and Enforcement, Houston, TX, 2015
- IP Roadshow: Patent Prosecution at the U.S. Patent & Trademark Office USPTO, Sunnyvale, CA, 2015
- Safeguarding Graphical User Interfaces GUIs Today and Beyond IPO Webinar, 2015
- Advanced Training Lecture: Business Methods and CBM Review, Houston, TX, 2015
- Legal Masterminds Series: "International Implications of Intellectual Property," San Jose, CA, 2012
- "Practical Intellectual Property Guidance for Houston Technology Center Advisors," Houston, TX, 2011
- "Practical Applications of Intellectual Property in the Wind Industry," Anaheim, CA, 2011
- "No Mirage: How to Attain an Emerging or High-Tech Patent in Less Than One Year," Silicon Valley, CA, 2011

- "Fast Tracking Patents for Emission and Renewable Technologies," Phoenix, AZ, 2011

Publications

- Co-author, "Patent Prosecution for Litigators," PLI Fundamentals of Patent Litigation, 2013-2024
- "Navigating the Details Behind Patent Law," North American Wind Power, 2010
- Co-author, "A Practical Approach to Protection of Graphical User Interfaces in the United States of America," Intellectual Property Owner's Association White Paper, 2009
- "Attorney-Client Privilege Issues Involving Opinion Letters on Patent Infringement, Enforcement and Validity," *Patent Times,* 2002

In The News

- Dallas Business Journal Features Robert Lord Joining Lathrop GPM as Partner
  February 22, 2024
- D Magazine Includes Lathrop GPM, Robert Lord in People-On-The-Move Section Updates
  February 20, 2024
- World IP Review Features Lathrop GPM's Addition of Eight-Strong Tech Team to Intellectual Property Practice
  February 8, 2024
- Managing IP Features New Lathrop GPM Partner Robert Lord
  February 7, 2024
- Attorney At Law Magazine Features Addition of 8 Member IP Team to Dallas Office
  February 6, 2024
- Bloomberg Law Features Firm's Addition of Eight-Person IP Team to Dallas Office
  February 6, 2024
- The Texas Lawbook Features New Patent Team in Lathrop GPM's Dallas Office
  February 6, 2024

News Releases

- Lathrop GPM Adds 8 Member Veteran IP High Tech, Electrical and Mechanical Engineering Team to Dallas Office
  February 6, 2024

Professional Affiliations

- Association for Computing Machinery (ACM)
- Intellectual Property Owner's Association (IPO)
- State Bar of Texas, Intellectual Property and Law Practice Management Section, Member

Community Involvement

- City of Bunker Hill Village, Mayor, 2019-present
  - Councilmember, 2014-2018
- Industry Advisory Board Member, Baylor University Computer Science Department
- School Board for St. Joseph of Cupertino School, Former School Board Member
- Municipal Utility District, Sugar Land, TX, Former Board Member

Honors

- *Patent Bots*, Robert and his team earned Top 10 in 2024 Patent Quality Rankings
- *Juristat*, Named "Top 10 Allowance Rate" for Art Groups 2100, 3600 and E-Commerce Art Units (3620s, 3680s, and 3690s), 2015
- *Patent Buddy*, "America's Top Patent Prosecutors of 2011," 2011
- *Texas Super Lawyers*, "Rising Star," 2005