

ROBERT E. RUDNICK

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Robert Rudnick counsels clients in a wide variety of intellectual property matters including patent procurement and portfolio development strategies, generating value from patent portfolios, patent and technology licensing, patent clearance studies, patent non-infringement/invalidity evaluations and opinions, corporate mergers and acquisitions, patent prosecution and post grant proceedings, especially in the medical device and telecommunication technologies. In addition, Mr. Rudnick has significant business and legal experience in negotiating and providing counsel with intellectual property-based transactions. He has also counseled and defended clients from other aggressive patent licensing entities. He spent time in various in-house roles at AT&T and subsequent spin-off companies Lucent Technologies and Avaya Inc. before joining Gibbons.

At Avaya, Mr. Rudnick handled intellectual property issues important to Avaya's domestic and multi-national technology businesses, both in the manufacturing or services business sectors. His practice directly affected governance and operation of Avaya's business and included developing intellectual property policies concerning software, patent and trademark filing, mergers and acquisitions, divestitures, investor relations, and employee hiring, resignations and dismissals. Mr. Rudnick guided the establishment of Avaya's positions governing the activities of its representatives before standards bodies, negotiated intellectual property aspects arising in domestic and international sales and services agreements, including intellectual property defense and indemnification provisions, intellectual property ownership and Open Source software.

Before joining Avaya, Mr. Rudnick was a member of Lucent Technologies' Patent Assertion Team, which received favorable notoriety in the article "Soldiers of Fortune," COM-American Lawyer's Corporate Counsel Magazine (June 1998), for the revenues it generated based on Lucent's patent portfolio. In that role, he utilized experience in patent portfolio management, negotiation skills, and knowledge of patent prosecution and domestic and foreign infringement laws to provide patent assertion and licensing support in negotiating domestic and international patent license agreements. Prior to attending law school, Mr. Rudnick was an electrical engineer for the David Sarnoff Research Center, developing hardware and software for the design and test of television components and medical and data communications equipment.

Mr. Rudnick was the 2013 President of the New Jersey Intellectual Property Law Association ("NJIPLA") and presently holds chair positions on NJIPLA's Intellectual Property Licensing and, Electronics,



Telecommunication & Software Committees.