



Susan B. Meyer

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OVERVIEW

Susan Meyer is a Partner at GRSM and National Co-Chair of the firm's Intellectual Property practice group. A registered patent attorney, Susan's practice focuses on intellectual property, specifically, trademark and patent prosecution, portfolio management, and licensing and transfer.

She provides worldwide trademark clearance searches, portfolio management, prosecution, and Trademark Trial and Appeal Board representation. She has filed and prosecuted thousands of trademark applications and has an extensive background in domain name trademark enforcement matters. Susan

manages complex foreign and domestic trademark portfolios for clients in the consumer products, apparel, medical diagnostics, hospitality, retail services, and insurance fields.

She is licensed with the U.S. Patent Office and provides patent searches, patent application preparation and prosecution, freedom to operate opinions, and U.S. and international patent portfolio management in all scientific and technical fields. She has expertise in patent licensing and commercialization agreements.

Susan is an experienced federal courts litigator, focusing on patent, trademark copyright, and trade secrets cases. She often provides pre-litigation enforcement services against infringers and counterfeiters and has defended her clients in social media copyright infringement matters.

She brings a multidisciplinary approach to IP matters in the emerging digital assets and social media fields, including consideration of rights of publicity, copyright ownership, trademark and patent rights, licensing, and technology transfer.

Additionally, Susan provides counseling on copyrights, including filing copyright applications, trade secrets, and anti-trust issues.

REPRESENTATIVE EXPERIENCE

Representative Experience

Examples of Susan's experience include the following:

- Acting for defendant in a patent infringement case, conducted *Markman* hearing and obtained summary judgment of non-infringement of two asserted patents. Successfully argued the appeal to the Federal Circuit Court of Appeals.
- Acting for a defendant in a federal district court trademark infringement case, successfully utilized experts on the issues of likelihood of confusion and complex issues involving Spanish-language trademark understanding by the relevant commercial audience. The case was settled on a basis that allowed the client to continue their business operations.
- Acting for defendant in a Colorado state court case through trial, successfully defended dozens of trade secrets misappropriation claims related to complex technology resulting in greatly reduced overall damages award.
- Acting for the patent owner, successfully brought a case based on extensive infringement of consumer fitness product patents to a very early resolution with a favorable monetary settlement for the client and destruction of thousands of infringing products.
- Acting for a trademark applicant in a Trademark Trial and Appeal Board proceeding, after focused discovery, negotiated favorable settlement with a prior mark owner allowing registration and continued use of the mark by client.

- Preparation and prosecution of both domestic and foreign patent applications.
- Development of patent prosecution and freedom to operate strategies.
- Providing patentability, inventorship, freedom to operate, and infringement opinions.
- Advice regarding strategies for maximizing patent portfolio protection and lifecycle management issues.
- Due diligence opinions and IP transfer and licensing contract negotiation and drafting.
- Patent litigation, representing both patentees and accused infringers.
- Trademark portfolio management, including development of trademarks, commercial search analysis, prosecution, and third party mark watches and enforcement.
- Trademark Trial and Appeal Board oppositions and cancellations.

CREDENTIALS

Admissions

- California
- Colorado
- South Dakota
- North Dakota
- U.S. District Courts, Districts of California
- U.S. District Court, District of Colorado
- U.S. Patent and Trademark Office

Memberships

- State Bar of California
- State Bar of Colorado
- State Bar of South Dakota

Education

- J.D., University of Colorado School of Law, 1999
- B.S., Biological Sciences, Colorado State University, 1996

Honors

- *Best Lawyers in America*® distinction in Litigation – Intellectual Property (2015-2025)