MESSNER REEVES LLP



Greg Sitrick

Partner

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Practice Areas

- Intellectual Property Strategic Counseling
- Intellectual Property Litigation
- Patent Litigation
- Trade Secrets and Unfair Competition
- Trademark and Trade Dress Litigation
- Patents
- Trademarks & Copyrights
- Licensing
- Consumer Products Development
- Software Audits
- Data and Privacy

Admissions

- Arizona
- Illinois
- U.S. District Court of Arizona
- U.S. District Court of Colorado
- U.S. District Court, Northern District of California
- U.S. District Court, Central District of California
- U.S. District Court, Southern District of California
- U.S. District Court, Northern District of Illinois
- U.S. District Court of Montana
- U.S. District Court, Eastern District of Texas
- U.S. District Court of Vermont
- United States Patent and Trademark Office

Greg Sitrick is head of the firm's Intellectual Property Group. Greg is an intellectual property attorney focused on both being a businessman and litigator for his clients, as well as an advisor and technician. He helps clients prioritize their needs and figure out an overall game plan for their IP, rather than simply covering the legal aspects of IP prosecution and enforcement. Greg counsels his clients on what to accomplish first, what to hold back for the time being, how to allocate resources, and how to build IP plans for the long term. When clients need to litigate, Greg is an equally reliable resource. His combination of business sense and litigation skills makes him an excellent partner for any client whose IP represents its greatest assets. His experiences allow him to counsel on a variety of issues from small nominal matters to large bet-the-company type matters, with clients ranging from barely funded start-ups to international multi-billion-dollar corporations. His clients see him as a business partner, and voted him a BTI client all-star in 2014 and again in 2019.

From day to day, Greg assists his clients with all aspects of intellectual property-related rights, from procurement, enforcement, and maintenance of patents, trademarks, and copyrights, to protection, enforcement, and defense against infringement, trade dress, trade secret misappropriation, unfair competition, and unfair trade practices. He develops creative solutions so that his clients can obtain, license, protect, and enforce their intellectual property rights.

Before attending law school, Greg earned a degree in Electrical Engineering and then worked for Intelligent Resources Integrated Systems, U.S. Robotics/3COM, and MPC Products Corporation. He has hands-on experience with video technology including green-screen technologies and MPEG authoring technologies, communications

technology including modems and communication devices, and aeronautical/aerospace engineering technologies such as components and systems for fighter jets, space shuttles, commercial aircraft, military helicopters, tanks, and GPS-guided bombs. As an electrical engineer, he prosecuted patents on behalf of his employers even before he became an attorney. He is even a named inventor on a patent himself and has a passion for protecting the intellectual property of inventors, and helping them to utilize IP property as an asset.

Representative Experiences:

- Representing an international apparel company in intellectual property counseling and trademark enforcement and defense.
- Representing various consumer products companies in all aspects of intellectual property counseling and litigation, including defending it in complex litigations involving patents, trademarks and trade dress, copyrights, trade secrets, and unfair competition, and advising on intellectual property asset and portfolio building strategies.
- Representing start-up and small technology companies on intellectual property matters to prepare for funding and growth, advising them on intellectual property asset and portfolio building strategies, and enforcing/defending their intellectual property.
- Representation of a major outdoor retailer in all aspects of intellectual property counseling and litigation, including defending the Company in complex litigations involving patents, trademarks and trade dress, copyrights, trade secrets, and unfair competition; advising on intellectual property asset and portfolio building strategies; and training its employees on the use of intellectual property.

Education and Honors:

- Northwestern University School of Law (J.D., 2003)
- Northern Arizona University (B.S.E.E., 2000)
  - Major: Electrical Engineering

Awards:

- Listed in The Best Lawyers in America® (2018–present: Litigation – Intellectual Property)
- 2014 and 2019 recipient of BTI Client Service All-Star Award by The BTI Consulting Group, Inc.

Community Involvement:

- American Bar Association (Member)
- Institute of Electrical and Electronics Engineers (Member)
- Intellectual Property Law Association of Chicago (Member; Chairman of 2004 and 2005 Field Day Events)
- Extern to the Honorable Ronald A. Guzman
- Illinois State Bar Association (Member)
- Assistant Coach, Men's Varsity Club Hockey Team (2003–2009)
- Director and Chairman of ADHL Hockey Bucks Program - licensed to Coyotes Amateur Hockey Association (2017-present)