FLASTER GREENBERG
Attorneys at Law | A Professional Corporation

Ross E. Alexander

Shareholder

ross.alexander@flastergreenberg.com

PHILADELPHIA
T: 215.587.5609
F: 215.279.9394

For over a decade, **Ross Alexander** has helped his clients develop the proper IP strategy to protect their businesses and ideas from infringement, beginning with obtaining the appropriate patents and trademarks, and subsequently developing a licensing or litigation strategy that protects their rights.

Mr. Alexander has a special understanding of the technological, legal, and business aspects of inventions that leverage electrical and computer systems. He is particularly familiar with computer hardware and software, mobile devices and apps, medical devices, wired and wireless networking systems (WiFi, Bluetooth, NFC, Zigbee, Thread, etc.), telecommunications systems, optical communications, machine learning and artificial intelligence (including work with fully-connected neural networks, convolutional neural networks, recurrent neural networks, residual neural networks (ResNets), and other neural network architectures), augmented reality, IOT systems, speech recognition and audio systems, load control systems, and manufacturing systems. Working with clients in a wide range of industries, including financial services, software development, home automation, medical devices, and telecommunications.

Mr. Alexander has valuable experience in both foreign and domestic prosecution, having successfully prosecuted design patent applications, utility patent applications, and trademark applications for his clients in many jurisdictions across the world. He also has a wealth of experience assisting his clients in litigating and licensing the patents his clients fight so hard to obtain during prosecution.

Mr. Alexander also has significant experience conducting freedom-to-operate studies, performing competitive landscaping analysis, and performing due diligence investigations to identify and manage potential risks associated with prospective client products or software during development or potential acquisitions. Mr. Alexander regularly speaks on the topic of willfulness and opinions, which allows him to obtain valuable insight to help inform his processes for drafting non-infringement/invalidity opinions for his clients.

Practice Areas

Intellectual Property Law

Patents

Admissions

New Jersey

Pennsylvania

U.S. Patent and Trademark Office

U.S. Court of Appeals for the Federal Circuit

Education

- Syracuse University School of Law, J.D., *cum laude*
  - Executive Editor, *Syracuse Law Review*
  - Associate Editor, *Syracuse Science and Technology Law Reporter*
- University of Indianapolis, B.S., *cum laude*, Computer Science and Political Science

Prior to practicing law, Mr. Alexander worked as a software developer and in information technology systems. He earned a B.S. in Computer Science and Political Science, *cum laude*, from the University of Indianapolis and his J.D., *cum laude*, from Syracuse University School of Law. While in law school, he was an Executive Editor of the *Syracuse Law Review* and Associate Editor of the *Syracuse Science and Technology Law Reporter*.

REPRESENTATIVE MATTERS

- Experience prosecuting and managing portfolios related to:
  - computer software, including apps, graphical user interfaces (GUIs), software-based cloud computing or other distributed software systems, machine learning and artificial intelligence (*g.*, implementing various neural networks, including fully-connected neural networks, convolutional neural networks, recurrent neural networks, residual neural networks (ResNets), and other neural network architectures), speech recognition and audio control, image recognition, data security, software supporting financial services, gaming software and applications, location-based software systems, and other software features;
  - telecommunications technology, including 3G WCDMA, 4G LTE, and 5G NR;
  - optical signaling processing, for example involving software and hardware techniques for performing optical communications;
  - load control systems;
  - LED lighting and color control technology;
  - IOT systems, architectures, and standards;
  - digital health; and
  - medical devices.
- Experience supporting litigation and licensing efforts during prosecution of clients' patent portfolios.
- Experience conducting invalidity analysis, non-infringement analysis, competitive landscape analysis, freedom-to-operate analysis, and preparing opinions of counsel to support such analysis.
- Experience in post-grant validity procedures, including U.S. *inter-partes* review and ex-parte reexamination and supporting Chinese Invalidation Proceedings.
- Experience litigating cases involving Light Emitting Diodes and LED packaging involving optical properties, including the LED structures for emitting light as well as the packaging for extracting light. Litigated issues related to light transmission, optical properties (refraction, reflection, scattering, transmission, and absorption) tested products for optical properties.
- Experience defending clients both in district court and at the U.S. International Trade Commission (ITC) from both competitor suits and from patent trolls.

HONORS & AWARDS

- Named a Pennsylvania "Rising Star," 2018 & 2019, by Thomson Reuters, publishers of *Pennsylvania Super Lawyers*

A description of the standard or methodology on which the accolades are based can be found here. No aspect of this advertisement has been approved by the Supreme Court of New Jersey.