

# Roddy Bullock

## Contract Attorney



312 Walnut Street, Suite 1400  
Cincinnati, OH 45202

### Practices/Industries

- Intellectual Property

### Education

The University of Texas,  
(B.S., Mechanical  
Engineering, 1989)

The University of Texas  
School of Law  
(J.D., 1996)

### Overview

Roddy Bullock is a patent attorney with over 20 years of intellectual property law experience, as well as extensive prior experience working in a wide variety of fields. Most recently, Roddy was in-house patent counsel for Procter & Gamble and, in that capacity, he advised P&G's largest brands and business units on intellectual property matters. In addition to having extensive U.S. patent drafting and prosecution expertise, Roddy spent two years on behalf of P&G practicing and participating in oppositions in Europe. He has experience in a broad range of intellectual property-related legal matters, including licensing agreements, litigation, and the drafting and prosecution of hundreds of patent applications. From a technical perspective, Roddy is a mechanical engineer who has worked extensively in the mechanical, electrical, and computer systems fields, including preparing patent applications relating to paper, paper-making, absorbent articles, packaging, pet nutrition, snacks, coffee, electrical components, cellular telephones, E-book readers, office supplies, and more.

Roddy has also developed a passion for helping entrepreneurs and growth businesses navigate the patent and trademark process, including strategic entrepreneurial decision-making resulting in cost-effective intellectual property. An entrepreneur himself, Roddy maintains a portfolio of patents and applications covering his own inventions, and because of this unique perspective, he understands the needs of early stage businesses and startups. Roddy is a patent, trademark, and legal mentor for a local accelerator, advising groups of entrepreneurs on intellectual property issues. Roddy specializes in strategic intellectual property development and protection and he is particularly skilled in helping clients, both large and small, identify and understand optimal intellectual property strategies in light of the clients' commercial objectives.

### Experience

- Provides client-centered advice on global patent strategies.
- Prepares and prosecutes patent applications in the mechanical, electrical, and computer systems fields.
- Assists with the negotiation and execution of agreements, including patent acquisition, license, and joint development agreements.
- Prepares patentability, infringement, and validity opinions.
- Wrote an amicus curiae brief on behalf of The Procter & Gamble Co. for the *en banc* CAFC *Festo Corp. v. SMC Pneumatics, Inc.*
- Prepared briefs for and participated in oral hearings for EPO oppositions.
- Served as an adjunct professor at the University of Cincinnati, and taught intellectual property courses for paralegals.
- Served as product development engineer in the Electronic Products Division of W.L. Gore & Associates in Manor, Texas, where he designed custom products and processes for electrical and/or fiber optic cable applications, including medical devices, military equipment, and undersea cables.
- Served as a field service technician for Munck Systems in Hampton, Virginia, where he assisted with the on-site installation, service, and maintenance of automated storage and retrieval equipment.
- Served as a nuclear-qualified welder for the Newport News Shipbuilding and Liebherr Group.

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- Designed, built (from scratch), and sold over 50 trailers (e.g., utility trailers, jet-ski trailers) while attending engineering college.
- Named inventor on at least 14 patents.

### Presentations

- “Intellectual Property Law: Issues in the New Millennium,” Speaker Northern Kentucky Law Review
- 22nd Annual Conference on Patent Trademark Law and Practice, Panelist

### Admissions

- State of Ohio
- United States Patent and Trademark Office