

Eric J. Hanson

SHAREHOLDER

Atlanta, GA | 404.253.6276
Nashville, TN
ehanson@polsinelli.com



Eric has over 20 years of experience representing clients in all aspects of domestic and international IP law, including managing large global patent and trademark portfolios, drafting and negotiating all forms of technology, data and software contracts and licenses, overseeing IP-related merger and acquisition issues, developing IP monetization strategies, clearing (freedom-to-operate), enforcing and defending IP rights, evaluating and negotiating infringement claims, counseling day-to-day patent, trademark, copyright and trade secrets protection and risk issues, creating training programs, guiding R&D teams, and assisting with IP financing, investment and valuation strategies.

Eric's extensive experience includes working with a variety of cutting-edge technologies and industries, including medical devices, personalized medicine, chemical manufacturing, hardware/software enhancements and functionality, communications, building automation and controls, software functionality, building/construction products, industrial/manufacturing equipment and processes, data processing, Internet & business methods, 3D printing, fiber optics, life sciences, biotechnology, and nuclear power plants.

Eric works closely with clients to fully understand their business operations and how intellectual property affects and can add value to their products and services. He has toured many chemical manufacturing facilities to learn the details of new IP creation, including helping guide patent and trademark protection strategies for thousands of different industrial and retail chemical products, including cleaners, disinfectants, sanitizers, deodorizers, lubricants, PVC compositions and a wide variety finished goods. He has also participated as an in-person observer for new medical procedures and tools used during surgery. From Fortune 500 companies to start-ups, Eric's practice encompasses all facets of intellectual property law.

Education

- Tulane University (J.D., *magna cum laude*, 1998)
- Vanderbilt University (B.A., *cum laude*, 1994)

Bar Admissions

- Georgia, 1998

Capabilities

- Mechanical Engineering & Medical Devices Patent Prosecution
- Patent Preparation & Prosecution
- Medical Devices
- Intellectual Property
- Technology
- Chemical Intellectual Property
- Life Sciences
- Trademark, Copyright & Branding
- Licensing & Transactions
- Health Care Technology
- Digital Health
- Artificial Intelligence & Machine Learning
- Trademark Clearance & Prosecution

- Admitted to practice before the United States Patent and Trademark Office, 1999
- Tennessee, 2021

Memberships

- Atlanta Bar Association
- Pro Bono Partnership of Atlanta, Advisory Board
- State Bar of Georgia

Recognition

- Selected for *Best Lawyers*® “Lawyer of the Year” in Atlanta, Georgia, for Patent Law, 2026
- Named to *Georgia Trend*’s Legal Elite list for Intellectual Law, 2024-2025
- Selected for inclusion in *Best Lawyers in America*® for Patent Law, 2025-2026
- Rising Star, *Georgia Super Lawyers*, 2009, 2013

Matters

- Assisted in building a global IP portfolio of over a hundred patents and trademarks for a pioneer client in medical and non-medical acoustic pressure shock wave technology.
- Represented numerous physician entrepreneurs and physician-led start-ups in medical device patenting and monetization strategies, including devices for treating sleep apnea, healing muscular conditions, treating spinal abnormalities, and preventing infections.
- Provided IP due diligence review for potential investment of over \$1 billion in patented nuclear power plant technology.
- Handled all aspects of IP due diligence and contract negotiations for hundreds of U.S. and cross-border mergers & acquisitions, investments, licenses, joint ventures and financing deals valuing over \$3.5 billion.
- Managed the global patent and trademark portfolios for a large building products manufacturer.
- Managed the global patent and trademark portfolios and provide IP counseling for over 3,000 products of one of the world’s largest retail chemical products manufacturers.
- Counseled all IP issues and contracts for a racing and entertainment facility of a well-known professional racecar driver.
- Patented prop products used in several motion pictures.
- Patented interactive technology used in conjunction with, at the time, the world’s largest magazine publication and featured in major news broadcasts.
- Assisted numerous clients with patent, trademark and copyright protection in the

development and commercialization of mobile device applications.