

William A. Di Bianca

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Bill Di Bianca's practice encompasses practically all aspects of IP law including patent and trademark procurement, studies, opinions, licensing and litigation. The technology of his practice includes mechanical and materials engineering-related inventions covering diverse fields such as medical devices, robotics, semiconductors, aerospace as well as a vast array of consumer electronics and products. He also counsels clients in the consumer packaged goods (CPG) space from hydration and energy beverages to snack foods and protein bars as well as various clients in the fitness, health, wellness, beauty and fashion industries. Understanding the innovations that drive each technology and business objectives helps inform the strategies he creates for clients' success.

Bill's practice focuses on creating strong intellectual property assets for clients and evaluating the strength of their competitors' IP. From start-ups to Fortune 500 companies, he has crafted procurement and clearance strategies to create advantages for clients in their respective marketplaces. When enforcing and defending clients' IP rights, from trademark assertions to *inter partes* reviews, his primary concern is reaching a favorable resolution consistent with their business objectives and goals.

Relying on his extensive licensing and due diligence background, Bill emphasizes the importance of strategies to protect and monetize clients' innovations and trademarks while minimizing the risk of litigation with competitors. From investigating a target company, negotiating the deal, and integrating newly acquired IP assets with clients' existing businesses, Bill counsels clients in understanding how the legal risk analysis at each stage impacts business decisions.

Bill draws from his vast international experiences having studied at both Tsinghua University in Beijing, China and Technische Universität Dresden in Germany. He continues to study European and Chinese IP law and the developments of these IP systems. His studies have included several multinational companies and the conditions that create demand for foreign direct investment in the countries in which they manufacture and sell products and provide services. These experiences aid in the development of sound IP strategies for clients' business interests in the U.S. and abroad.

Capabilities

- Mechanical Engineering & Medical Devices Patent Prosecution
- Patent Preparation & Prosecution
- Intellectual Property
- Trademark, Copyright & Branding
- Patent Filings & Strategy
- Post-Grant Proceedings
- International Intellectual Property
- Intellectual Property Litigation

Education

- University of New Hampshire Franklin Pierce School of Law (J.D., 2006)
- Boston University (B.S., *cum laude*, 2003)
 - Manufacturing Engineering

Bar Admissions

- New Jersey
- New York
- Admitted to practice before the United States Patent and Trademark Office

Memberships

- American Bar Association, member

Recognition

- *New Jersey Super Lawyer* Rising Star, Intellectual Property, 2013, 2015-2017