



Gordon M. Wright Shareholder

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Gordon M. Wright is a shareholder, registered patent attorney and chair of the firm's Intellectual Property Practice. Gordon serves a range of clients on patent and trademark issues. Gordon has experience counseling clients in patent and trademark matters, and has assisted national and international clients with the clearance, registration, and maintenance of domestic and international trademarks.

Prior to joining the firm, Gordon worked with inventors in preparing and prosecuting patent applications in the electrical, electronic, software and mechanical arts. Gordon has worked on a variety of patent applications dealing with technologies ranging from magnetic resonance imaging to computed tomography scanning to systems for powering hybrid-electric vehicles.

Gordon also brings his experience to the firm as a product and manufacturing engineer for a fiber optics components manufacturer, a defense contractor and a cycling equipment manufacturer. Gordon also worked as lead project engineer overseeing production of RF proximity sensors.

Gordon primarily serves clients in the following areas:

- Patent Prosecution - Protecting Inventions
- Patent Searches - Patentability, Right-to-Use and Validity
- Patent, Trademark and Copyright Licensing
- Trademark Portfolio Management and Prosecution
- Software, Technology and Licensing

Education

- J.D., University of Wisconsin Law School
- M.B.A., Colorado State University
- B.S., Massachusetts Institute of Technology (Electrical Engineering)



Bar Admissions

Wisconsin, Illinois

Court Admissions

- United States Patent and Trademark Office

Practices

- Intellectual Property

Services

- Patent Preparation and Prosecution
- Patent, Trademark and Copyright Licensing
- Trademark Portfolio Management and Prosecution
- Cannabis Law
- Patent Searches - Patentability, Right-to-Use and Validity

Matters

- Patent application drafting and prosecution
- Counsels client inventors on a variety of intellectual property and business issues
- Trademark prosecution
- Prosecuted patent applications for inventions related to:
 - Integrated circuits for semiconductor radiation detector
 - Multichannel power supply for radiant amplifiers in an MRI system
 - Method of integrating X window toolkit with Java
 - System for operation of auxiliary systems in an electric car
 - MRI imaging software to reduce image reconstruction time
 - High-voltage insulations to x-ray tubes used in CT scanners
 - Method for constructing a railroad navigation database
 - System for recharging batteries in plug-in hybrid vehicles
 - Wireless control system for a welding cell
 - Antiferroelectric coating for x-ray tube insulator
 - System for multichannel MR transmission
 - Method of echo planar imaging with real-time determination of phase correction coefficients and others



Honors & Affiliations

Affiliations

- Wisconsin State Bar
- American Intellectual Property Law Association (AIPLA)
- American Bar Association
- Beta Gamma Sigma National Honor Society

Presentations

- 2021 Association of Corporate Counsel-Wisconsin Annual Conference: *What In-House Counsel Need to Know About Obtaining Intellectual Property Protection Abroad* (November 4, 2021)