



# James Borchardt and Gordon Wright Named Co-Chairs of Intellectual Property Practice

MILWAUKEE – [Reinhart Boerner Van Deuren s.c.](#) (Reinhart) is pleased to announce that [James Borchardt](#) and [Gordon Wright](#) have been named co-chairs of the firm's Intellectual Property Practice, effective July 1, 2024.

"Our firm's position as a leader in IP law is further strengthened by the appointment of James and Gordon as the new chairs of our Intellectual Property practice," said CEO Al Orr. "Their leadership reinforces our deep commitment to meeting the ever-evolving intellectual property needs of our clients through sophisticated yet practical legal guidance and strategic advice."

Reinhart's Intellectual Property Practice encompasses a diversified, uniquely experienced team that guides clients through all aspects of patent, trademark, service mark, domain name, copyright and trade secret protection, prosecution and enforcement. The global practice, which serves businesses and organizations across numerous industries, also regularly counsels clients on intellectual property licensing, technology transfer agreements, trade disputes and intellectual property enforcement.

Borchardt is a shareholder and registered patent attorney in the firm's Intellectual Property Practice, where he focuses his practice on helping his clients succeed in the marketplace. He utilizes his in-depth knowledge of intellectual property law, patent office procedure and technology to develop a customized approach for each client. He is explicitly focused on protecting his clients' investment in new product development, helping them to make cost-justified patent filing decisions and navigate third-party patent portfolios. Borchardt works with clients to develop utility and design patenting strategies to protect new products both in the United States and abroad. He regularly counsels on product clearance, patent infringement analysis and patent validity analysis, and prepares and prosecutes patent reexaminations before the U.S. Patent and Trademark Office.

Wright is a shareholder and registered patent attorney in the firm's Intellectual Property Practice, where he serves clients in a range of industries on patent and trademark issues. He 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. Wright's experience also includes preparing and prosecuting patent applications in the

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electrical, electronic, software and mechanical arts, and he 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.

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