Reinhart

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James Morrow is a registered patent attorney and a shareholder in Reinhart's Intellectual Property Practice, where his deep understanding of both technology and markets helps clients fully capitalize on opportunities. He works primarily with mid-market clients to align their IP management and business goals and advises on supplier and customer contracts, dispute resolution and copyrights. James is also a member of Reinhart's Artificial Intelligence (AI) Team and advises clients on the technical and regulatory requirements, challenges and opportunities of AI technology.

James is a dedicated problem solver who is widely experienced in IP development (e.g., patent, trademark and copyright filing, prosecution and maintenance), IP acquisition and monetization (e.g. purchasing, selling and licensing), IP management (e.g. negotiation and management of NDAs, development agreements, product and software licensing agreements and supply agreements) and IP risk management (e.g., infringement threat assessment, litigation management and U.S. Patent Office invalidation processing).

James advises clients in all aspects of IP management from suppler contracts, customer contracts, dispute resolution, and copyrights. As an IP attorney who is also a licensed Professional Engineer in Wisconsin, James approaches IP law from a unique perspective with his knowledge of not only the legal side of the industry but also the technological side. This dynamic understanding and client-driven approach allows clients to cost-effectively manage their IP needs. He has considerable in-depth experience and success which is reflected in his high retention rate among clients with his two longest clients involved in a 15 year on-going working relationship.

James is also a degreed engineer with substantial engineering experience, giving him a unique perspective that, when paired with his legal experience, results in exceptionally efficient and cost-effective IP-related strategies for clients. He works to stay continuously updated on the latest technology, product commercialization trends and market developments to help clients strategically structure their IP portfolio. He is especially knowledgeable about engines, control electronics, electrical power generation/distributions and metal and plastic forming automation.

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James primarily serves clients in the following areas:

- Medical devices
- Processing equipment and control software
- Metal packaging
- Flexible packaging
- Plastic processing
- Lighting systems, lighting and power supplies
- DNA testing and sequencing equipment and processing
- Industrial and residential power distributions products
- Data center power distribution and communications
- Motor controls
- Printing systems

In his free time, James enjoys programming statistical models and reading non-fiction literature directed to economics, statistics, financial markets, social issues and government intervention. His favorite author is Thomas Sowell.

Education

- J.D., with honors, University of Wisconsin Law School
- B.S.M.E., with high honors and distinction, University of Wisconsin

Bar Admissions

Wisconsin, Illinois, Arizona

Court Admissions

- United States Supreme Court
- U.S. Patent and Trademark Office
- U.S. District Court, Eastern District of Wisconsin
- U.S. District Court, Western District of Wisconsin
- U.S. District Court, Northern District of Illinois

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Practices

- Intellectual Property

Services

- Inter Partes Review and Post Grant Review
- Patent Preparation and Prosecution
- Patent and Intellectual Property Litigation
- Patent, Trademark and Copyright Licensing
- Food and Beverage
- Intellectual Property Due Diligence and Audits
- Patent Searches - Patentability, Right-to-Use and Validity
- Trade Secret and Nondisclosure Counseling
- Artificial Intelligence

Matters

- Technology licensing involving the allocation of ownership and licensing rights in patents, copyrights, trade secrets and trademarks
- U.S. Patent Office Inter Parte Reviews, filed and won three of the first 10 Inter Parte Reviews (IPR2012-00006, IPR2012-00007, IPR 2012-00011)
- Prepared, filed and supervised the preparation and filing of more than a thousand patent applications
- Patent litigation in the areas of power distribution products, packaging equipment, power electronics, food processing equipment, DNA sequencing and battery technology
- Patent reexaminations
- Negotiation, arbitration and mediation of intellectual property issues and disputes
- IP risk assessment studies including opinions
- IP counseling in preparation for and during merger, acquisition and divestiture transactions

Honors & Affiliations

Honors

- *Best Lawyers,* Patent Law “Lawyer of the Year” (2016, 2019, 2024)
- *Best Lawyers,* Litigation - Intellectual Property “Lawyer of the Year” (2018)

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- *Best Lawyers in America* (Copyright Law; Litigation - Intellectual Property; Litigation - Patent; Patent Law)
- Recognized for inclusion in *Wisconsin Super Lawyers*
- Chambers USA: America's Leading Lawyers for Business (Intellectual Property)
- Recognized by *The Legal 500 US* in advisory and transactional trade secret matters
- Wisconsin Top Rated Lawyer Martindale-Hubbell AV® Preeminent Peer Review Rated
- Legal 500 City Elite 2026 (Intellectual Property, Wisconsin)

Affiliations

- U.S. Patent Bar Association
- American Intellectual Property Law Association
- Licensing Executives Society
- American Society of Mechanical Engineers
- State Bar of Wisconsin
- Milwaukee Bar Association
- Adjunct Professor, Marquette University Law School (Judge, Moot Court Competitions)

Presentations

- Intellectual Property, Basic Types and Attributes
- Legal/Intellectual Property Protection for Technology
- Protecting Your Proprietary Assets, Strategies to Safeguard Corporate Intellectual Assets

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