



Douglas L. Lineberry

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Services

Intellectual Property, Commercial / Corporate Litigation,

Doug practices in the intellectual property practice group with representation including patent, trademark, and copyright protection. He assists clients with protecting intellectual property through patent, trademark, and copyright prosecution, as well as intellectual property litigation.

Doug has experience drafting and successfully prosecuting patent applications for various fields, including mechanical, medical and chemical technologies. He helps clients with establishing and protecting trademark portfolios, guarding same against improper third party use, and conducting enforcement actions. His practice areas include litigating intellectual property issues, drafting and prosecuting patents in the chemical, pharmaceutical, mechanical and gaming fields, rendering opinions and validity analyses, obtaining and defending trademark registrations as well as advising clients with regard to intellectual property, trade secrets, branding and marketing issues, along with contractual and other business matters.

Doug has written articles that have been published such as "Preventing Valuable Trademarks from Becoming Lost Change in the Couch," *Greenville Business Magazine*, March 2010; "The Pension Protection Act of 2006: Wide Ranging Changes to ERISA Not Limited to Just Employee Benefits," *South Carolina Lawyer*, July 2007; "Employee Paychecks: Proper Withholdings Can Prevent Employers from Picking Up The Tab," *South Carolina Lawyer*, July/August 2006; "Inadvertently Disclosed Documents: What are Your Ethical Obligations?," *South Carolina Lawyer*, July 2003.

Publications

- Protecting the Next Big App
- Just When Your Handbook Thought it Was Safe to Go Back In the Water: The Impact of the Defend Trade Secrets Act on Employers
- Counsel's Corner: Intellectual Property for the HR Professional
- Protecting Your Intellectual Property From Halloween Haunts

Education

J.D., Mercer University School of Law, (1998)

B.A., Chemistry, *summa cum laude*, Emory & Henry College, (1995)

B.S., Biology, *summa cum laude*, Emory & Henry College, (1995)

Licensed In

South Carolina

Admitted In

U.S. Patent and Trademark Office

South Carolina Supreme Court

U.S. Court of Appeals for the Fourth Circuit

U.S. District Court – South Carolina

Honors & Awards

- *Greenville Business Magazine*, Legal Elite of the Upstate (2018)
- *Managing Intellectual Property Magazine*, "IP Star" (2015-2016)
- *Best Lawyers in America*, Litigation - Intellectual Property (2020)

Professional Associations

Trademark & Copyright Law Association

The Carolina Patent Trademark Copyright Law Association

American Bar Association

South Carolina Bar

Greenville Bar Association

Executive Planning Committee, Southeastern Chamber of Commerce Entrepreneur Week, Chair (2016)

Experience

- Handles all phases of patent prosecution for a large patent portfolio belonging to a chemical engineering concern.
- Drafts and prosecutes complex biomedical device and polymer patent applications for Southeastern companies, including South Carolina.
- Improved patent allowance rate and reduced expenses for an existing patent portfolio within three months of receiving through patent prosecution techniques.
- Assists South Carolina educational institutions with prosecuting, maintaining and protecting their trademark and patent portfolios.
- Assists corporate clients with licensing and divesting technologies outside their existing commercial concerns.

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