



Hunter S. Freeman

Partner | Greenville, SC

T: (864) 552-9366
hfreeman@burr.com

Paralegal

Laurel Fowler
(864)552-9332
lfowler@burr.com

Services

Intellectual Property, Commercial / Corporate Litigation,

Through his Intellectual Property (IP) and Litigation practices, Hunter serves as a modern-day moat builder. By assisting with the identification, registration and enforcement of his clients' IP, Hunter creates barriers to entry that can keep competitors at bay. These barriers help Hunter's clients establish, maintain and grow their market share. As a certified mediator in the state and federal courts of South Carolina, Hunter is able to help negotiate timely and cost effective resolutions in the most contentious or complex commercial disputes.

Whether navigating and resolving complex corporate disputes or preparing and prosecuting patents for new innovations, trademarks for product or service branding, or copyrights for marketing materials and other works of authorship, Hunter strives to maximize the value and utility of his clients' IP.

Through his focus on patents, Hunter keenly understands not only the patent prosecution process but also how to enforce and defend against claims of patent infringement. He has also prosecuted hundreds of trademark applications that resulted in federal registration. Hunter has litigated numerous disputes before the U.S. Trademark Trial and Appeal Board and has extensive experience in branding enforcement through his pursuit of and defense against lawsuits involving claims of trademark infringement throughout the country.

Hunter understands IP law is about more than protection and enforcement. It is about promoting progress. His goal is to assist companies in maximizing the value of their intangible assets, increasing market share and strengthening their competitive advantage. Through patents, copyrights, trademarks, trade secrets and cooperative strategic planning, Hunter works closely with his clients to keep them secure and ready for continued expansion.

Publications

- Burr Alert: Trademark Owners Cannot Use Bankruptcy Law to Revoke Trademark Licenses
- In Trademark Infringement Cases, Your Right to a Jury Trial May Depend on Whether Actual

Damages or the Infringer's Profits Are Sought

- "How two Supreme Court rulings on copyright law may affect enforcement strategies," North Carolina Lawyers Weekly and South Carolina Lawyers Weekly
- Northern District of California's Revised Patent Local Rules Require Early Disclosure of Damages Information
- Trademark Infringers Can Limit The Damages They Must Pay If The Trademark Owner Fails To Prove That The Parties' Marketing Areas Overlap

Education

J.D., University of South Carolina, (2003)

B.S. - Physics, Rhodes College, (2000)

Licensed In

South Carolina

Admitted In

U.S. Patent and Trademark Office

U.S. Court of Appeals for the Fourth Circuit

U.S. District Court – South Carolina

South Carolina Court of Appeals

South Carolina Supreme Court

Honors & Awards

- *South Carolina Super Lawyers*, Intellectual Property
- *Super Lawyers* "Rising Star," Intellectual Property Litigation (2012-2018), Litigation (2012-2018)
- *Greenville Business Magazine*, Legal Elite of the Upstate (2012-2018)

Professional Associations

American Intellectual Property Law Association

Carolina Patent, Trademark and Copyright Law Association

Southeastern Medical Device Association

SC Bio Life Sciences Industry

South Carolina Research Authority

Upstate SC Alliance

South Carolina Bar Association

Greenville Bar Executive Committee

Experience

- Enforced patent rights relating to medical device for promoting autogenous tissue growth.
- Enforced patent relating to pipe coupling system used on highly pressurized pipes.
- Enforced patent relating to golf course irrigation and drainage system.
- Defended client's educational software against claim of patent infringement.

- Defended candle maker's products from claim of patent and copyright infringement.
- Protected medical device company's trade secrets from being used by a competitor.
- Defended medical device company from claim of ownership of 7.5% of client's outstanding stock.
- Enforced trademark rights in aircraft part numbers to prevent unauthorized third party use of client's part numbers on replacement parts - significant step in client's creation of a "Certified Parts Program."
- Enforced a restaurant's trademark rights against competitor's use of a similar mark.
- Enforced taxi company's trademark rights against infringement.
- Enforced lighting company's trademark rights against competitor's use of similar mark.
- Provided a pastor the right to use the mark "Living Water" despite the efforts of a multi-million dollar company to prohibit such use.
- Created and implemented copyright protection for county GIS information allowing counties better control over the county GIS data for counties in multiple states.
- Enforced governmental agency's contract rights relating to a million dollar software program.
- Defended client from breach of contract and contractual interference claims seeking \$20 million in damages.

Office Address

Greenville, SC
Poinsett Plaza
104 South Main Street
Suite 700
Greenville, SC 29601
P: (864) 271-4940 / F: (864) 271-4015