



## Mark D. Schneider

Partner

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Mark is the office managing partner of Dinsmore's Detroit, Ann Arbor, and Groton offices, and serves as a member of the Firm's Board of Directors. Known and appreciated by clients for his ease with people and communication skills, he provides large corporations, innovative companies, and individual inventors with strategic insight regarding their intellectual property assets, liabilities, and opportunities.

An extraordinary wide range of hands-on experience gives Mark a perspective on successfully navigating the application and registration process and how to enforce rights once they are granted. In addition to prosecution and management of large traditional patent and trademark portfolios, Mark's clients regularly call on him, often on short notice, to develop and execute creative solutions to unique problems. For example, during the height of the pandemic, Mark personally assembled, and then led, a forensic team to collect sensitive evidence at various locations around the country. Mark has counseled on, and enforced compliance with, product labelling laws, including working with state officials to seize and dispose of illegally imported and mislabeled food products. He is legal counsel to a data privacy task force of a multinational entity with numerous subsidiaries on compliance with GDPR and other emerging privacy laws and regulations. Mark regularly prepares and reviews a range of agreements, including master services agreements, talent contacts, software agreements, and sweepstakes and contest rules. He leads client enforcement efforts, asserting and defending all manner of intellectual property actions, including federal litigation, administrative actions in the USPTO, and UDRP and Amazon Utility Patent Neutral Evaluation proceedings.

Weighing key factors such as financial investment, commercial viability, marketing and licensing, and the cost to protect IP assets, he counsels his clients regarding the best options and most appropriate courses of action. Mark is recognized by clients for his quick thought-processes, strategic planning talents, technical skills, courtroom advocacy, and history of favorable outcomes.

He earned his undergraduate degree from Oakland University and his law degree, cum laude, from the Michigan State University College of Law. He began his career at Gifford, Krass, Sprinkle, Anderson and Citkowski P.C. as a law clerk while attending law school and eventually served as chair on the firm's Board of Directors for two years, including during the 2015 merger with Dinsmore.

Believing in paying it forward, Mark has given back to his community as a leader of the Greater Royal Oak Chamber of Commerce, their historical society and via the Boy Scouts of America. He also serves on the board of a small forensic and clinical testing services company.

## Services

- Intellectual Property
- Trademark Procurement/Management & Copyright
- Patent Procurement & Management
- Intellectual Property Litigation
- Intellectual Property Acquisitions
- Privacy, Data Protection & Internet Technologies
- Artificial Intelligence, Cybersecurity & Data Privacy
- Corporate & Transactional

## Education

- Michigan State University College of Law (J.D., *cum laude*, 1998)
- Oakland University (B.S., 1994)

## Bar Admissions

- Michigan
- U.S. Patent & Trademark Office

## Court Admissions

- U.S. Court of Appeals for the Federal Circuit
- U.S. District Court for the Eastern District of Michigan
- U.S. District Court for the Western District of Michigan

## Affiliations/Memberships

- State Bar of Michigan, Intellectual Property Law and Litigation Section
- Greater Royal Oak Chamber of Commerce, president (2014, 2015)
- Boy Scouts of America
- Royal Oak Historical Society

## Distinctions

- Top Lawyers by *dbusiness* in Intellectual Property Law (2013)
- Honorary Lifetime Member of Greater Royal Oak Chamber of Commerce

## Experience

### **IP Counsel to International Furniture Manufacturer**

We help our client, a furniture designer and manufacturer, obtain design patents and trademark registrations for its extensive product line. We also litigate when their design patents or marks are infringed upon.

### **IP Counsel to International Greenhouse Business**

Our client, a large, international greenhouse grower, has design and utility patents and hundreds of trademarks. Until recently, there was no strategy for their IP. Mr. Schneider developed and is implementing an ongoing strategy to manage the trademarks and patents on an international basis. He also assists with seed licensing for unique and high value crops. We also enforce the client's mark in court.

### **Counsel to Startup Through Growth Into International Distributor of Products**

We provide strategic and litigation counsel to our client from startup as a two-person operation through the growth of the company into a market leader with international product distribution via online and brick and mortar outlets. Our counsel has grown from trademarks to a global patent portfolio to tax consequences to importing and exporting matters.

### **Counsel to international online retailer**

We provide clearance review, strategic counsel and litigation counsel to an international online retail that sources and manufacturers products overseas for online retail sale to customers in North America and Europe. The business began as a small retailer on ebay and has grown into a multi-million company. We provide clearance for patent and trademarks, register trademarks, file patents and provide counsel on litigation matters as well.