

# CRONIN

A PROFESSIONAL LIMITED LIABILITY COMPANY

Intellectual Property Law  
Including Business and Technology Transactions,  
Patents, Trademarks, Copyrights and Social Media

## AARON PICKELL

Aaron Pickell focuses his practice on patent and trademark prosecution, technology transactions, and general intellectual property counseling. Mr. Pickell drafts and negotiates a variety of commercial agreements, including manufacturing and supply agreements, joint development agreements, and outsourcing agreements. Mr. Pickell also has experience in patent litigation, intellectual property portfolio management, copyright enforcement, licensing, and enforcement of rights of publicity. As a veteran of some of the largest law firms in the world, Mr. Pickell has also worked on deal teams for many large commercial transactions. His experience includes working with technology related businesses and investors to conduct due diligence of intellectual property assets and helping clients to prepare for and navigate mergers, acquisitions, and financing transactions.

A registered patent attorney, Mr. Pickell has drafted and prosecuted patent applications in a variety of technological fields, including diagnostic medical devices, hospital beds and patient care devices, wound care, autonomous and conventional vehicles, oil and gas harvesting tools and processes, optics, and semiconductor processing. As a patent litigator, Mr. Pickell has experience analyzing products and systems for infringement, early phase case assessment, document preservation and discovery, work with expert witnesses, claim construction, and pretrial motion practice. Mr. Pickell has also represented patent owners and petitioners in *Inter Partes Review* and Covered Business Method proceedings before the Patent Trial and Appeal Board.

Mr. Pickell draws from his experience as an engineer who was formerly in charge of identifying sources of supply and managing vendor relationships to adopt a pragmatic and business-focused approach to the law. He has seen firsthand how valuable intellectual property rights can be in gaining a competitive edge. He also understands the continual need to focus on clients' business objectives and focuses on providing legal services in a way that maximizes their value to the business.

Examples of Mr. Pickell's experience include:

- Managing global patent and trademark portfolios for medical device and transportation companies, including obtaining and maintaining patent and trademark rights in the U.S. and throughout the world;
- Representing a medical device manufacturer through the divestiture of a business unit and performance of a highly involved transition services agreement with the acquirer;
- Representing a medical device manufacturer in negotiations and drafting of manufacturing and supply agreements to cover the manufacturer's supply chain and distribution channels;

- Representing a medical device startup in the drafting and prosecution of patent applications relating to point-of-care diagnostics;
- Representing a medical device manufacturer in the drafting and prosecution of patent applications to develop a comprehensive, international patent portfolio relating to wound care, including directing foreign associates' activities;
- Representing a S&P 500 semiconductor equipment company in the drafting and prosecution of patent applications relating to semiconductor manufacturing processes;
- Representing a famous actor and celebrity in the development and enforcement of publicity rights and other intellectual property rights in the United States and abroad;
- Assisting hardware supplier to interpret and navigate contractual obligations in transitioning to an alternative upstream supplier and to design around existing supplier's intellectual property rights;
- Managing mark-up and negotiation processes for private equity groups and investment banks entering into confidentiality and non-disclosure agreements with target companies and sponsors;
- Representing a global oilfield services and equipment company in the drafting and prosecution of patent applications to develop a comprehensive, international patent portfolio relating to tooling, completion systems, LWD and MWD applications, and wireline operations;
- Representing a publicly held bank in patent litigation brought by a non-practicing entity relating to digitization of handwritten checks;
- Representing a Japanese electronics manufacturer to enforce patent rights relating to DVD technology; and
- Representing a wireless communications company to enforce patent rights relating to standardized wireless communications protocols.

Mr. Pickell obtained a Bachelor of Science in Mechanical Engineering from the University of Texas in 2000 and worked as a mechanical engineer designing high-speed cash sorting equipment. He returned to the University of Texas and earned his Juris Doctor in 2005. Mr. Pickell is a registered patent attorney and is admitted to practice before the U.S. Patent and Trademark Office, the U.S. Court of Appeals for the Federal Circuit, the U.S. District Court for the Eastern District of Texas, the U.S. District Court for the Western District of Texas, and the U.S. District Court for the Northern District of Texas. Mr. Pickell was named as a "Texas Rising Star" in Intellectual Property by Thomson Reuters' Super Lawyers publication in 2015.