



## ROBERT B. REESER

### PARTNER

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A member of Armstrong Teasdale's Intellectual Property practice, Bob Reeser guides inventors, startups and a wide array of companies in leveraging their technology into white spaces.

Registered to practice before the U.S. Patent and Trademark Office (PTO), Bob dedicates the majority of his time in all aspects of intellectual property law. He frequently prepares patent applications—most often related to motors, aircraft engines, gaming devices and electromechanical equipment. When counseling clients on patentability opinions, infringement issues and due diligence, he provides a crisp, experienced analysis of the relationship between inventive concepts and the evolving patent law.

In litigious situations, Bob performs enforcement strategies, prepares cease and desist letters, negotiates settlement agreements and handles patent reexaminations and interference proceedings. He drafts extensive responses to PTO actions and PTO appeals briefs, handles evidentiary requests for copyright infringement cases, and answers oppositions and interrogatories in trademark prosecution and infringement matters.

The balance of Bob's practice revolves around strategic sustainability planning and the evaluation of prospective energy legislation. He assists clients with future energy initiatives such as electric cars, solar cells and wind turbine installation or farms. As regulatory changes accelerate, he performs state-of-the-art searches and due diligence analysis, identifies white space, provides clearance opinions, facilitates power-sharing or power transfer agreements, interacts with public utility companies and identifies tax incentives.

### EDUCATION

- Saint Louis University School of Law (J.D., *cum laude*, 1999)
- Webster University (M.A., 1990)
- Parks College, Saint Louis University (B.S., 1986)

### PROFESSIONAL ACTIVITIES

- The Missouri Bar
- American Intellectual Property Law Association
- Belleville Area College and SIU-Carbondale (Adjunct Professor, 1993-1998)
- Southwestern Illinois College (SWIC) (Adjunct Professor, 2000-Present)

### SERVICES AND INDUSTRIES

Intellectual Property

Patent

Manufacturing and Innovation

### ADMISSIONS

Missouri

U.S. Patent and Trademark  
Office

## **CHARITABLE AND CIVIC INVOLVEMENT**

- American Red Cross (Volunteer)
- National Eagle Scout Association

## **BACKGROUND**

Prior to joining Armstrong Teasdale, Bob spent five years as a training and safety coordinator and as a mechanical engineer at Illinois Power Co. Prior to that, he served for five years in the U.S. Air Force, where he was selected from among 2,500 candidates as the 1990 Military Airlift Command Officer of the Year.

## **EXPERIENCE**

### **Advised on Patent Matters Related to Automotive Technologies**

Advised in-house counsel on patent-related matters, including noninfringement and invalidity analyses of competitor patents. Prepared and prosecuted patent applications directed to variety of automotive technologies including automotive manufacturing, infotainment systems, electric vehicle (EV) charge controllers, audio systems, suspension systems and other mechanical systems.

### **Developed, Executed Patent Filing Strategy Central to Multimillion-Dollar Acquisition for Client**

Developed and executed patent filing strategy resulting in patent family that was central to multimillion-dollar acquisition by large, publicly traded fluidics systems and specialty engineered products company.

### **Patent Portfolio Management for Multinational Aerospace Corporation**

Managed patent applications relating to semiconductors, avionics, antennas, modeling, simulation, non-destructive testing, flight control systems, communication systems, electronics, and unmanned systems.

### **Patent Clearance for Auto Manufacturer's New Product Line**

Oversaw the clearance of a new product line for a large automobile manufacturer. The new product line was in a complex and technical field that had required a detailed understanding and clearance of over 800 competitor patents in a relatively short time period.

### **Favorable Settlement for Gaming Client in Patent Re-examination**

Represented large gaming client in a re-examination proceeding involving a high-profile patent. This patent provided patent protection over products representing a significant portion of the client's business. The re-examination proceeding resulted in a favorable settlement for the client.