

## Elias R. Swanson

Senior Associate

### Overview

Eli helps clients develop strategic patent portfolios in the United States and abroad. He has experience preparing and prosecuting utility, process and design patent applications in several areas, including mechanical, electrochemical, control systems, medical devices, agricultural equipment, renewable energy, and consumer products.

Eli also provides patentability, non-infringement, clearance and validity analysis for a broad range of clients. He negotiates and prepares licensing, confidentiality, non-disclosure, and joint development agreements as well.

With years of experience prior to his legal career in operations management, quality control, product development and process engineering in the forest products industry, Eli is a trusted advisor having a strong ability to relate to his clients, understand their business needs and develop strategic, cost-effective legal solutions to meet those needs.

### Experience

- Developed and implemented a strategic U.S. and international utility and design patent portfolio for a leading producer of hair styling, grooming, and cutting products
- Worked closely with a client's engineering team while it developed a new commercial product to compete in a crowded patent landscape, helping the team avoid competitors' patents while identifying and protecting novel aspects of its product
- Implemented a strategic international patent filing strategy tailored to provide cost-effective patent protection for a global producer of window coverings and treatments
- Served as a trusted advisor to an in-house patent counsel of leading golf equipment manufacturer to help protect innovations

### Professional Activities

- Member, Wisconsin State Bar Association



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#### Madison

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#### Legal Assistant

##### Anna Poppe

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#### Practices

Intellectual Property  
Patent

- Member, American Intellectual Property Law Association
- Member, Wisconsin Intellectual Property Law Association
- Member, Iowa State Bar Association
  - Board Member, eCommerce Section Council (2010-2013)

## Education

- Drake University Law School, Juris Doctor (J.D.), High Honors, Order of the Barristers, 2008; Managing Editor of *Drake Law Review*
- University of Wisconsin-Stevens Point, Bachelor of Science (B.S.), 1999; Paper Science and Engineering, Paper Science Foundation Scholarship Award

## Admissions

- Wisconsin
- United States Patent and Trademark Office
- Iowa (Inactive)
- United States District Court, Eastern District of Wisconsin
- United States District Court, Western District of Wisconsin