Gregory T. Helding

Senior Associate

Overview

Greg brings more than 15 years of industry experience to his work in patent prosecution, privacy and data security matters, software licensing agreements, and technology-related contracts.

Experience

Greg's practice focuses on the preparation and prosecution of both U.S. and international patent applications covering technologies in the electrical and computer arts.

Greg has particular experience with:

- Artificial intelligence applied to public safety command and control software, computer user experience improvement, and autonomous and semi-autonomous vehicle systems

- Virtual and augmented reality systems, including for public safety command and control

- Wireless communications systems and devices, including cellular (LTE), land mobile radio (LMR), and converged technologies

- Wireless networks and communications protocols, including satellite and terrestrial systems, vehicle-to-vehicle, and vehicle-to-infrastructure technologies

- Near-field communication (NFC) and radio-frequency identification (RFID) technologies

- Vehicle electronics and vehicle control systems and software, including diesel exhaust fluid systems, regenerative braking systems, autonomous and semi-autonomous vehicles, telematics, and user experience technologies

- Wireless charging and power transfer systems and devices

- Internet of Things (IoT) systems and devices

- Adaptive beamforming (radiofrequency and audio signals) in wireless communications devices and accessories

- Lighting and lighting control systems

- MEMS technologies, including microphones

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Legal Assistant

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Industries

Cannabis

Practices

Intellectual Property
Licensing & Technology
    Agreements
Patent

- Software, including productivity software

Greg also negotiates and drafts technology-related agreements and contracts, including:

- Software development agreements

- Software license agreements

- Intellectual property license agreements

- Website terms-of-use and privacy policies

- Cloud service and hosting agreements

- Source code and technology escrow agreements

Prior to joining Michael Best, Greg worked in the telecommunications industry as a network engineer, supporting both individual consumers and providers of network and Internet services. He also worked as a legal intern in the North American office of the general counsel for CNH America LLC, and as a judicial intern for the Honorable Lynn S. Adelman, U.S. District Court for the Eastern District of Wisconsin.

Honors & Recognitions

- Member, Alpha Sigma Nu Honor Society

Professional Activities

- Member, American Bar Association, Intellectual Property Section

- Member, State Bar of Wisconsin

- Member, Milwaukee County Bar Association

- Member, Racine County Bar Association

Education

- Marquette University Law School, Juris Doctor (J.D.), *magna cum laude*, 2014; Certificate in Litigation; Technology Editor of the Marquette Law Review

- Marquette University, Bachelor of Science (B.S.), 1994; Electrical Engineering, Minor in Computer Science

Admissions

- Wisconsin

- United States District Court, Eastern District of Wisconsin

- United States Patent and Trademark Office

Community Involvement

• Volunteer Attorney, Marquette Legal Initiative for Nonprofits

• Volunteer Attorney, Milwaukee Eviction Defense Project

• President, St. Thomas More Lawyers Society of Wisconsin

• Member, Racine Catholic Cemeteries Board of Directors

• Alderman, City of Racine Common Council, 2005-2015

Related News

PUBLICATION

February 25, 2020
Tracking Cannabis IP Litigation: Update on the First Cannabis Patent Fight