

## Gregory T. Holding

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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### Milwaukee

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### Legal Assistant

#### Alexandrea Talsky

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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

- Best Lawyers® "Ones to Watch" (Milwaukee Area), Patent Law, 2021
- 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

### **NEWS**

August 20, 2020

Ninety-Two Michael Best Attorneys Earn Top Honors in The Best Lawyers in America 2021 List

### **PUBLICATION**

February 25, 2020

Tracking Cannabis IP Litigation: Update on the First Cannabis Patent Fight