



## Shannon Bates

EMAIL SHANNON.BATES@HARPERBATES.COM

OFFICE 214.238.8400

### BIOGRAPHY

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Shannon Bates is an intellectual property attorney who works with companies and individuals to protect and enforce their inventions, brands, creative works and other forms of intellectual property. Shannon works with clients to provide strategic intellectual property portfolio management.

Shannon's experience includes patent and trademark preparation, prosecution and portfolio management, as well as patent post-grant proceedings before the Patent Trial and Appeal Board, and trademark opposition and cancellation proceedings before the Trademark Trial and Appeal Board.

Shannon's technical expertise is in the mechanical and electromechanical arts, and her patent experience includes oilfield technologies, computer-related technologies, HVAC systems, industrial baking equipment, aerospace systems, watches and related accessories, textile consumer products and computer-related technologies.

### CAREER DETAILS

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#### PRACTICE AREAS

- Intellectual Property

#### PROFESSIONAL ACTIVITIES

- Vice Chair, Dallas Bar Association Intellectual Property Section
- Co-Founder and Leader, DFW Women in IP Group
- Treasurer, The Honorable Barbara M.G. Lynn American Inn of Court
- Director, SMU Dedman School of Law Patent Clinic
- Former Chair, State Bar of Texas Intellectual Property Law Section

#### HONORS

- Recognized as a "Texas Super Lawyer" for Intellectual Property by Super Lawyers Magazine, 2012 - 2017
- Received Chair Award for outstanding service and contributions by the State Bar of Texas Intellectual Property Law Section, 2008

#### ADMITTED TO PRACTICE

- State Bar of Texas
- Registered Patent Attorney, U.S. Patent and Trademark Office
- U.S. District Court for the Northern District of Texas

## EDUCATION

- J.D., cum laude, The University of Houston Law Center, 2000
- Houston Journal of International Law, Senior Articles Editor
- B.S., Mechanical Engineering, High Honors, The Georgia Institute of Technology, 1990

## PRESENTATIONS

- "Trademark Year in Review," 54th Annual Intellectual Property Law Conference, hosted by the Center for American and International Law, November 14-15, 2016
- "PTAB AIA Trial Roundtables - Panel Discussion," U.S. Patent and Trademark Office Road Show, hosted by Dallas Bar Association, May 6, 2014

## REPRESENTATIVE ENGAGEMENTS

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- Represented worldwide oilfield services company in long-term engagement to develop and manage wide ranging U.S. and foreign patent portfolio on various downhole drilling equipment and related surface equipment.
- Represented HVAC systems manufacturer to develop U.S. patent portfolio on HVAC system controllers and methods of operation.
- Represented leading helicopter manufacturer to develop strategic U.S. and foreign patent portfolio on key features of tilt rotor aircraft.
- Represented brand-name watch designer to develop and manage U.S. and foreign design patent portfolio on various watch designs.
- Currently representing computer software company in long-term engagement to develop family of U.S. patents for business intelligence market.
- Currently representing worldwide luxury travel agency network to register and maintain U.S. and foreign trademark portfolio of core service marks.
- Represented leading manufacturer of foam and fiber consumer products in long-term engagement for trademark preparation, prosecution and portfolio management.
- Represented oilfield equipment manufacturer to register new company logo design in the U.S. and approximately 70 countries around the world.
- Represented patent owner in inter partes review (IPR) proceedings before Patent Trial and Appeal Board, defeating five IPR petitions at the institution stage and limiting the instituted grounds in a sixth IPR petition.