

## Alexander J. Neuworth

### Partner

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Alexander (Alex) J. Neuworth is a partner and intellectual property lawyer with Foley & Lardner LLP. Alex is a member of the firm's Mechanical & Electromechanical Technologies Practice.

Alex focuses his practice on identifying and protecting valuable intellectual property (IP) of his clients by drafting and prosecuting foreign and domestic utility and design patent applications as well as managing their patent portfolios. Alex also frequently provides counsel regarding risk mitigation in new product launches by providing freedom-to-operate and invalidity opinions, assessing the patentability of new technologies, supporting and helping with litigation strategy for enforcing and defending his clients' IP, and assisting with IP due diligence in merger and acquisition transactions.

Alex has developed experience in design patent law and routinely provides design patent counsel surrounding graphical user interfaces, food and beverage products, tools, clothing articles, and medical devices among a variety of other technology areas.

Alex also has extensive experience in providing IP counsel in the following areas: automotive control systems, financial technology (fintech), business methods, fitness equipment, fuel cell technology, hand and machine operated tools, software applications, water heaters, consumer products, valves, and lavatory systems.

Prior to law school, Alex worked at several large companies in a variety of technical disciplines, including medical devices, lighting systems and technology, and home appliance systems. Additionally, while earning his undergraduate degree, he was an undergraduate research assistant, where his research focused on computer modeling of dynamic fluid systems.

### Awards and Recognition

- *Intellectual Asset Management* magazine's IAM Strategy 300 Global Leaders (2024)

## **Presentations and Publications**

- Presenter, Product Development for Startups at Startup Milwaukee (January 2017)
- Presenter, Software Patenting in a Post-Alice World: Recent Cases and Winning Strategies at Foley's Annual CLE Week (December 2018)
- Co-author, "Supreme Court Complicates Design Patent Damage Calculation – *Apple v. Samsung*," *Foley & Lardner LLP Legal News Alert – Intellectual Property* article, (December 6, 2016)
- Co-author, "Hague Agreement Rules Published by USPTO Creating Strategic Considerations for Applications," *Foley & Lardner LLP Legal News Alert – Intellectual Property* article, (April 2, 2015)

## **Sectors**

- [Automotive](#)
- [Consumer Products](#)
- [Manufacturing](#)

## **Practice Areas**

- [Intellectual Property](#)
- [Mechanical & Electromechanical Technologies](#)

## **Education**

- **University of Wisconsin Law School (J.D., cum laude)**
  - **Dean's Academic Achievement Award**
  - **Student attorney for the University of Wisconsin's Law & Entrepreneurship Clinic where he counseled technology-based entrepreneurs and start-up companies on various intellectual property matters**
- University of Wisconsin (B.S., with honors)
  - Mechanical Engineering
  - Member of the American Society of Mechanical Engineers (ASME) and Pi Tau Sigma (national mechanical engineering honor society)

## **Admissions**

- Wisconsin
- U.S. Patent and Trademark Office