

## George R. McGuire



### **Intellectual Property**

Bond, Schoeneck & King, PLLCP,  
patent attorney, Syracuse, NY 13202,  
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### **Practice:**

Education: Syracuse University College of Law  
(J.D., *magna cum laude*, 1996)  
Syracuse University  
(B.S. Aerospace Engineering, 1991)

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Bar New York

### **Admissions:**

Mr. McGuire is Chair of the firm's Intellectual Property Practice Group. He concentrates his practice in all facets of Intellectual Property Law. He is registered to practice before the U.S. Patent and Trademark Office and practiced for five years as a Patent Agent before receiving his law degree. Mr. McGuire is well versed in patent matters involving the mechanical, electrical, software, and environmental disciplines.

In addition to his practice, Mr. McGuire is also an Adjunct Professor at Syracuse University Law School where he teaches Computer Law and Entertainment Law, and has taught and lectured on Trademark and Unfair Competition Law, Intellectual Property and Technology Transfer.

### **Additional Practice / Industry Concentrations for George R. McGuire**

- Antitrust

- Business and Transactions
- Higher Education
- Internet Law
- Technology

### **Honors and Affiliations**

Justinian Honorary Law Society

New York State Bar Association

*Co-Chair, Trademark Committee, Intellectual Property and Technology Section*

Onondaga County Bar Association

Who's Who in America

Who's Who In American Education

Who's Who in American Law

Who's Who of Emerging Leaders

President, Central New York Patent Law Association

Member, American Intellectual Property Law Association

Member, Rochester Intellectual Property Law Association

Elected to the 2003 Class of 40 Top Business and Community Leaders under the age of 40 in Central New York

### **Other Activities**

Adjunct Professor, Computer Law, Internet Law, and Entertainment Law, Syracuse University College of Law

Board of Trustees, Everson Museum of Art

Board of Trustees, Make-A-Wish Foundation of Central New York

Foundation Board of Directors, Milton J. Rubenstein Museum of Science and Technology (MOST)

### **Representative Publications**

McGuire, author of Annual Supplement for "Trade Dress Protection", authored by William E. Levin, published by Thomson West

McGuire, "Trade Dress Protection and the Future of Dilution After the Supreme Court's Decision in the Victoria's Secret Case," Bright Ideas, A Publication of the New York State Bar Association Intellectual Property Law Section, Winter 2003, Vol. 12, No. 3

McGuire, "A New Bright Line Rule for Litigants Under the Federal Trademark Dilution Act in the Second Circuit - Does It Make Sense?", Bright Ideas, A Publication of the New York State Bar Association Intellectual Property Law Section, Fall 2001, Vol. 10, No. 2

McGuire, "The Legal Landscape Under Consideration in the Victoria's Secret Case", Bright Ideas, Winter 2002, Vol. 11, No. 3

McGuire, "Supreme Court Holds that FTDA Requires Proof of Actual Dilution", Bright Ideas, Spring/Summer 2003, Vol. 12, No. 1

McGurie, "Intellectual Property Issues for PR Professionals", Public Relations Tactics, A Publication of the Public Relations Society of America, December 2000

### **Representative Presentations**

Rochester Intellectual Property Law Association: The CREATE ACT and Revisiting Inventorship, Rochester Riverside Convention Center, November 9, 2005

New York State Technology and Law Center: Lab to Market Series: Building Sound Patent Practices, Buffalo NY, May 16, 17, 2005

Walking the Internet Tightrope-Legally, Public Relations Society of America, Central New York Chapter, February 11, 2004

Effective Strategies for Protecting Product Configurations, Rochester Intellectual Property Law Association, Annual Fall Seminar, Rochester Riverside Convention Center, Rochester, NY

New York State Bar Association, Intellectual Property Law Section Fall Meeting, The Sagamore, Bolton Landing, NY, October 9-12, 2003

Trade Dress Protection and The Future of Dilution after the Supreme Court's Decision in the Victoria's Secret Case

NYSBA, Bridging-The-Gap: Intellectual Property, Syracuse, NY September 24, 2003, Patents

NYSBA, Intellectual Property Law Section Fall Meeting, The Sagamore, Bolton Landing, NY, October 10-13, 2002

Dilution Arrives at The Supreme Court: The Victoria's Secret Case National Business Institute, The Law of The Internet in New York, Syracuse, NY, November 21, 2002

NYSBA, Legal Developments in Internet Technology, The Harvard Club, New York City, October 24, 2001

NYSBA, Bridging-The-Gap: Intellectual Property, Rochester, NY, September 20, 2001

Public Relations Society of America, Intellectual Property Issues for the Public Relations Professional, Syracuse, NY, October 12, 2000