BARCLAY DAMON LLP

Brian Gerling

Of Counsel

Syracuse
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Education

- Syracuse University College of Law, *Cum Laude*; *Journal of Law & Technology*, Executive Editor, JD
- State University of New York at Binghamton, BS, Biology

Practices & Industries

- Trademarks, Copyrights & Licensing
- Data Security & Technology
- Intellectual Property Litigation

Admitted to Practice

- New York
- Virginia

Court Admissions

- US Court of Appeals for the Federal Circuit
- US Court of Appeals for the Fourth Circuit
- US District Court for the Eastern District of Virginia
- US District Court for the Northern District of New York
- US District Court for the Western District of New York
- US District Court for the Western District of Virginia

Biography

As an attorney with almost two decades of experience, Brian's deep and wide-ranging legal practice experience makes him a trusted advisor to his clients. He primarily handles matters involving intellectual property commercialization, protection, preservation, and, if needed, litigation. He routinely counsels technology start-ups and mature companies alike to identify and secure competitive advantages in the marketplace through intellectual property and “de-risking” strategies. He also regularly assists companies in an outside general counsel role with corporate transactions, data privacy and cybersecurity compliance, and economic development projects.

In addition to his legal practice, Brian is the executive director of the Innovation Law Center and a professor of practice on the faculty at Syracuse University College of Law. In this role, Brian provides operational oversight and strategic direction to the Office of Technology Transfer as a special advisor on technology transfer and all things IP-related to Syracuse University's vice president of research.

Selected Memberships & Affiliations

- Central New York International Business Alliance, Board Member
- The Manufacturers Association of Central New York, Technology Council, Board Member

Prior Experience

- Bond, Schoeneck & King PLLC, Of Counsel
- Harris Beach PLLC, Senior Counsel
- Bonner Kiernan Trebach & Crociata LLP, Of Counsel
- Hunton & Williams LLP, Associate

Selected Community Activities

- Boy Scouts of America, Longhouse Council, Board Member

Selected Speaking Engagements

- NYSTAR Annual Meeting, New York State Innovation Summit 2021, “Intersection of Law, Technology, and Entrepreneurship”
- The Manufacturers Association of Central New York, New York State Travel Advisory Briefing
- The Manufacturers Association of Central New York Cyber Security Summit, “Data Privacy and Cybersecurity Legal Overview: How to Comply With New Data Protection Laws and What to Do in the Event of a Data Breach”