



Michael R. Friscia

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Food & Beverage | Intellectual Property | Patents | Trademarks & Copyrights | Design, Fashion & Luxury | Alternative Dispute Resolution & Mediation

Michael Friscia is a registered patent attorney who has been practicing patent and trademark law for over 30 years. His practice covers all areas of Intellectual Property (IP) law. His clients include small and large business and a number of universities.

Michael handles the preparation and prosecution of patent applications for his clients in the mechanical and electrical fields, including medical devices and systems, computer systems, electronic components, manufacturing systems and other technologies. He works with clients to build substantial patent portfolios and has assisted clients to obtain patent protection on challenging cases through amendments, arguments, interviews, and when necessary, filing appeals. He has provided countless patent opinions and regularly assists clients with enforcing and defending patent rights in Federal Court and before the Patent Trial and Appeal Board. Because of his extensive experience, clients regularly seek his counsel on IP strategies.

Michael also has extensive experience managing significant trademark portfolios for clients in the US and worldwide. He spends much of his time counseling clients about brand protection including providing trademark opinions, filing and prosecuting trademark applications and resolving trademark disputes through negotiation, inter partes proceedings in the Trademark Trial and Appeal Board (TTAB) and litigation in court. In a number of matters, he has successfully obtained injunctive relief for his clients in Federal District Court.

Michael is a certified Mediator for the District of NJ. He has successfully assisted parties to settle trademark disputes that are the subject of court and TTAB proceedings. He completed the International Trademark Association (INTA) and NJ State Bar Association mediation training and is a member of the INTA Panel of Mediators. Michael has also served as a trademark expert in an arbitration proceeding relating to a trademark dispute.

Michael served as an adjunct professor at Seton Hall Law School from 1999-2006, where he taught courses in both Patent Law and in Trademark Law. The “top-notch” Michael has been recognized as a *Chambers USA* “Leaders in their Field” lawyer for 2012-2021, where he is described by sources as a “go-to guy” in patents.

Education

New York Law School, JD, 1989

Stevens Institute of Technology, BE Mechanical Engineering, 1986

Bar Admissions

New Jersey

New York

U.S. Patent & Trademark Office

Court Admissions

U.S. District Court, District of New Jersey

U.S. District Court, Eastern and Southern Districts of New York

Memberships and Certifications

American Intellectual Property Law Association

Bergen County Bar Association

INTA Trademark Mediators Network
Member, 2012–Present

International Trademark Association

New Jersey Intellectual Property Association

Recognitions*

World Trademark Review 1000, Prosecution and Strategy, New Jersey, 2014–2024

Chambers USA, Intellectual Property, New Jersey, 2012–2023

* No aspect of this or any advertisement has been approved by the Supreme Court of New Jersey. For ranking methodologies, please see [here](#).

Alerts

A Quick Look at the New Trademark Trial and Appeal Board Rules, Intellectual Property Alert, 12.26.2016

Speaking Engagements

Intellectual Property (IP) Overview and Related State Court Matters, Judicial College, 11.26.2019

EP/US Comparative IP Law Seminar 2015 – Comparative Patent Practice Conference in Tokyo, Japan, CPPC Reception, 11.17.2015

Recent Developments In United States Patent Infringement and Validity Case Law, PTO Guidance, and Expedited Prosecution, and Practice Tips, Osaka, Japan, 11.11.2015

Recent USPTO Developments and Practice Tips, Osaka, Japan, 5.3.2015

New Developments in US Patent Litigation and Prosecution, Osaka, Japan, 11.7.2014

Webinars

Representing the Startup and Emerging Technology Company, NJICLE, 9.23.2020

Quoted

Intellectual Property Matters, New Jersey Business Magazine, 5.1.2017