Cooley

Greg Rosenthal

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Seattle

Artificial Intelligence
Emerging Companies
Software
Big Data
Spacetech and Satellite
Technology
Patent Counseling and Prosecution

Greg advises technology companies on intellectual property (IP) strategy across the full patent life cycle, including portfolio development, patent prosecution, disputes and transactions. He draws on a combined engineering, business and legal background to help clients protect innovations in artificial intelligence, wireless communication, hardware architecture, cloud computing, medical devices, software and emerging technologies.

As a US patent attorney, Greg helps clients coordinate patent strategies and filings across key global markets. He also passed the European Qualifying Examination (although he is not registered as a European Patent Attorney). While he was in-house counsel for a global medical technology company based in Switzerland, Greg represented the company in connection with oppositions and appeals before the European Patent Office. Greg has also worked with UK and German counsel and helped to coordinate parallel US and European strategies in business-critical matters.

Greg works closely with inventors and in-house teams to translate complex technical concepts into clear, commercially aligned patent positions. He counsels clients on building and strengthening patent portfolios, developing offensive and defensive strategies in patent disputes, and evaluating IP assets in licensing, diligence and acquisition contexts. His practice includes patents related to standards and experience guiding patent work that supports product roadmaps and business objectives.

Greg has extensive experience handling post-grant and advanced prosecution matters before the US Patent and Trademark Office, including appeals to the Patent Trial and Appeal Board, reissue applications and reexaminations affecting patent scope and enforceability.

In addition to prosecution work, Greg counsels clients on patent litigation, patent strategy and risk management, including patent valuation, diligence, licensing and patent sales and acquisitions. He works closely with in-house teams to evaluate and structure patent assets in connection with transactions and long-term portfolio planning, often supporting business-critical decision-making.

Before joining Cooley, Greg practiced at a top Seattle firm. Earlier in his career, he worked as an engineer in the chemical and materials industries – experience that informs his pragmatic approach and ability to engage directly with technical stakeholders.

Education

University of Washington School of Law JD, Intellectual Property Law, with honors, 2014

University of Washington MS, Electrical Engineering, 2014

University of California, Berkeley BS, Chemical Engineering, 2010

Admissions & Credentials

Washington

United States Patent and Trademark Office (USPTO)

Court Admissions

US District Court for the Western District of Washington

US Court of Appeals for the Federal Circuit

Rankings & Accolades

Best Lawyers: Ones to Watch (2026)