

DETROIT

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Services

Intellectual Property
Canadian Intellectual Property
Copyrights
Intellectual Property Litigation
Patents
Trade Secrets and Non-Competes
Trademarks and Brands

Industries

Automotive
Health Care
Manufacturing
Next Generation Vehicles and Mobility

Education

Wayne State University Law School, J.D.
Purdue University, B.S.M.E.

Bar Admissions

Michigan
U.S. Patent & Trademark Office
Canada/College of Patent Agents and Trademark Agents (foreign practitioner)

Court Admissions

U.S. District Court
• Eastern District of Michigan



William R. Hancock

Senior Attorney

Billy Hancock is an intellectual property attorney whose practice focuses on the development of clients' IP portfolios in a wide range of technologies. He works directly with his clients to understand their business in order to develop filing strategies for growing and strengthening their patent portfolio.

Billy regularly advises clients regarding the validity, infringement, and enforceability of patents, including freedom to operate and patentability opinions. He also provides litigation support relating to patent infringement and unfair competition/trade secret matters.

Billy has worked with clients with significant market presence in the medical, automotive, and manufacturing industries, including subject matter such as surgical robotics and navigation, medical devices, and vehicle drivetrain components. His technical experience spans the mechanical and electromechanical fields, with a special emphasis on electric vehicle technology.

Prior to becoming an attorney, Billy gained industry experience as a powertrain engineer for Roush, where he conducted engine and vehicle development. He earned his bachelor's degree in mechanical engineering from Purdue University and his J.D. from Wayne State University Law School.

Representative Matters

- Conducted simultaneous and ongoing freedom-to-operate and patentability investigations for a Fortune 500 medical company for multiple products from initial disclosure to product launch, and presented findings to the client's engineering and management teams

William R. Hancock

- Managed prosecution of multiple patent families alongside client's product development, including preparation of multiple provisional applications to capture design revisions, developing international prosecution strategies in cooperation with foreign counsel, and responding to office actions
- Monitored competitor marketing material to identify, obtain, and disassemble infringing products; conducted a hands-on infringement analysis, and prepared claim charts

Honors

Best Lawyers: Ones to Watch, Intellectual Property Law, 2024-present

Professional Activities

Michigan IP Inn of Court

Michigan Intellectual Property Law Association

Articles

USPTO Launches Automated Search Pilot Program Using AI for Pre-Examination Prior Art Searches

Canadian Courts Send Clear Message: Protecting Patents Isn't Passive

Patent Derivation Proceedings Offer a First-to-File Exception – Don't Take the Bait

EPO to Accept Color Drawings in Patent Filings

Battle of the Oranges: U-Haul vs. Public Storage in a Trademark Showdown Over the Color Orange

Tickled Pink No More

U.S. Patent and Trademark Office Set to Increase Patent Fees in 2025

In Music Copyright Row, The Supreme Court Remixes the Three-Year Limit on Copyright Damage Claims

F1 Team Sues Former Principal Over Personal Photographs Displaying Team Trademarks in Memoir