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Services

Intellectual Property

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

Industries

- Automotive
- Next Generation Vehicles and Mobility

Education

Detroit College of Law, J.D., 1992
Michigan Technological University,
B.S., 1988

Bar Admissions

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



Robin W. Asher

Principal
Intellectual Property Deputy Group
Leader

Robin W. Asher practices intellectual property law, focusing on patent, trademark, copyright and technology transfer matters, as well as intellectual property litigation.

His experience includes administration, strategic development, management and prosecution of global patent and trademark portfolios for numerous Fortune 500 companies; and advising in-house counsel, company management and engineers. He is also experienced in preparation and analysis of patentability, validity and infringement searches and opinions; preparation and prosecution of patent and trademark applications; negotiation and drafting of license agreements, development agreements, non-disclosure agreements, and technology assignments; intellectual property due diligence, freedom to operate opinions and transactional matters; and litigation counseling.

Robin has handled intellectual property matters for a variety of manufacturers and suppliers in the areas of automotive seating and interiors, powertrain components, wiper systems, turbochargers, brake systems, body panels and bumpers, heat exchangers, electric motors, engines, cable controls, air bags and restraints, aerial lifts, automated tarp systems, electric vehicles, battery systems, manufacturing methods and equipment, and robotics.

Robin W. Asher

Court Admissions

U.S. Court of Appeals

- Sixth Circuit

U.S. District Court

- Eastern District of Michigan
- Northern District of Mississippi

European Patent Office

Board of Patent Appeals

U.S. Trademark Trial and Appeal Board