

DETROIT

150 West Jefferson Ave.
Suite 2500
Detroit, Michigan 48226
T: +1.313.496.8445
O: +1.313.963.6420
F: +1.313.496.7500

TRAVERSE CITY

202 East State St.
Suite 201
Traverse City, Michigan 49684
O: +1.231.454.3160
F: +1.231.454.3161

rasher@millercanfield.com

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.

Honors

Chambers USA, Intellectual Property, 2025

The Fellows of the Michigan State Bar Foundation

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

State Bar of Michigan Pro Bono Honor Roll, 2020-present

DBusiness Magazine, Top Lawyers, 2020-present:

Intellectual Property and Patent Law

Intellectual Property Litigation

Litigation - Patents

Managing Intellectual Property "IP Stars"

Best Lawyers in America, Commercial Litigation, 2013-present

Crain's Detroit Business "40 Under 40," 2002

Leading Lawyers, Commercial Litigation, Copyright & Trademark Law, Intellectual Property Law, Patent Law, 2014-present

Professional Activities

State Bar of Michigan

Michigan Intellectual Property Law Association

Michigan Inn of Courts

Speeches

"Cappuccino With Counsel: Patent Prosecution Tips - The Inside Story from Former U.S. Patent Office Examiners," Miller Canfield, Speaker, November 19, 2014

"Cappuccino with Counsel: Leahy-Smith America Invents Act," Miller Canfield, Speaker, November 17, 2014

Publications

"Intellectual Property" (Co-author), Michigan Business Formbook, Institute for Continuing Education, 1996-present

Articles

A Win Snatched from the Mouth of Standing: The Critical Role of Assignment Clauses in Patent Enforcement

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

Strong Headwinds for the USPTO's Terminal Disclaimer Proposal

Robin W. Asher

COVID-19: Patent and Trademark Office Updates as of June 8, 2020

Federal Circuit Affirms Validity of Design Patents For Automotive Body Parts in Precedential Opinion

Patent Trial and Appeal Board Gives Green Light to Same-Party and Issue Joinder

Federal Automated Vehicles Policy: 6 Key Issues for the Automotive Supply Chain

U.S. Supreme Court Rules Abstract Idea Implemented on Generic Computer is Not Patent Eligible

Significant Changes to U.S. Patent Law

Global Automotive Newsletter