

## Shutts Partners Recognized as “2020 IP STARS” by Managing Intellectual Property Magazine

*Managing Intellectual Property Magazine*  
6.16.20

Shutts & Bowen LLP is pleased to announce that West Palm Beach partner Steven M. Greenberg and Tampa partner [Woodrow “Woody” H. Pollack](#) were recently recognized as “2020 IP STARS” by *Managing Intellectual Property Magazine*, an annual publication recognizing the top practitioners in private practice for their patent and trademark capabilities.

A total of 27 Florida practitioners were recognized as “2020 IP STARS”, including Steven, who was rated a “2020 Patent Star,” and [Woody](#), who was rated a “2020 Patent Star” and a “2020 Trademark Star.”

[IP STARS](#), a leading intellectual property (IP) specialist guide, annually ranks outstanding practitioners worldwide in their respective fields. According to *Managing Intellectual Property Magazine*, the research for selecting IP STARS covers contentious and non-contentious IP work and is carried out by an experienced team of research analysts and journalists in offices in Hong Kong, London and New York. The guide's global research analysts obtain information from thousands of firms, IP practitioners and their clients through interviews, email and online surveys, and conduct their own independent research, including an analysis of publicly available information, such as court or IP office data. The research for IP STARS covers a variety of IP practice areas and more than 70 jurisdictions, making it the most comprehensive and widely respected guide in the IP profession.

### About Steven M. Greenberg

Steven M. Greenberg is a partner in the West Palm Beach office of in Shutts & Bowen LLP, where he is a member of the Intellectual Property Practice Group. Steven focuses his practice on intellectual property rights with an emphasis on patent prosecution and strategic global patent counseling to clients ranging from large corporations to startups. He is a member of the United States Patent and Trademark Office and has prosecuted more than 4,000 new computer and Internet-related software, electrical/electronic, mechanical, electro-mechanical and medical device patent applications, both domestically and internationally. Steven specializes in global patent portfolio formulation and management throughout Europe, the Americas and Asia, with an emphasis on the United Kingdom, France, Belgium, Germany, Poland, Russia, Canada, Japan, Korea, China, India, Australia, Israel, Brazil and Mexico. In 1999, Steven was appointed by Florida Governor Jeb Bush to the Internet Task Force,

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where he drafted legislation addressing the issues of cyberpiracy, the on-line protection of children and the Internet transmission of child pornography. He has continuously advised Presidential candidates and members of Congress on patent policy and patent reformation in the United States. Most recently, he has been tapped by the Zhongguancun Intellectual Property Rights Center (the “Z Park”) to provide advice and guidance on the development and advancement of patent policy in the People’s Republic of China.

### About Woodrow “Woody” H. Pollack

Woodrow “Woody” H. Pollack is a partner in the Tampa office of Shutts & Bowen, where he is a member of the Intellectual Property practice group. Woody is Board Certified in Intellectual Property Law by The Florida Bar. He focuses his practice on litigating complex patent, trademark, copyright and trade secret disputes. He litigates matters in state and federal courts as well as patent validity issues before the U.S. Patent Trial and Appeal Board. He also counsels clients extensively in developing patent and trademark portfolios. A Martindale-Hubbell AV® Preeminent™ rated attorney, Woody has been regularly recognized in *Best Lawyers in America*®, *Florida Super Lawyers*, and *Florida Trend’s Legal Elite*. Before starting his career in law, Woody received his Master’s degree in Computer Science from Stanford University and worked as a software engineer in Silicon Valley. He regularly applies his technical background to assist his clients in sophisticated software and other computer related disputes. He has represented clients in a number of technologies, including database encryption, antivirus software, medical devices and mechanical processes.

### Professionals

Woodrow “Woody” H. Pollack

### Practice Areas

Intellectual Property

### Offices

Tampa

West Palm Beach