

Steven M. Greenberg Named 2020 Most Effective Lawyer by Daily Business Review

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The *Daily Business Review* named West Palm Beach Partner Steven M. Greenberg a Most Effective Lawyer. Steven received the award -- which honors lawyers in South Florida who have a track record of achieving significant victories for their clients -- for his complex patent work on behalf of Royal Caribbean Cruises, Ltd.

In April 2020, the United States Center for Disease Control (CDC), in response to the novel Coronavirus pandemic, issued a "No Sail" order barring cruise ship operators including firm client Royal Caribbean Cruises from sailing in U.S. waters. Royal Caribbean Cruises subsequently submitted a "Return to Sail Plan" incorporating advanced technology as a way to mitigate the risk of transmission of the novel Coronavirus.

In addition to new stringent protocols on passenger and crew testing, Royal Caribbean proposed several new inventive mechanisms aimed at establishing a healthy and safe environment for cruise passengers and crew alike, including technologies focused on more touch-free operations. Steven was instrumental in securing the patents associated with these new technologies, which included a new process for the traditional "muster" that required passengers to cluster together; an advanced security tracking system; and other upgrades which will aid in social distancing and reduce the potential for the spreading of viruses. Additionally, many of these patents were granted on an emergency, expedited basis by the United States government and have already been licensed to peer participants in the cruise industry.

"The uncertainty resulting from the novel coronavirus and the potential impact the virus would have upon the cruise line and, more specifically, to my friends at the cruise line, provided tremendous motivation to contribute whatever was possible, no matter how insignificant, to provide an opportunity for the cruise line to return to sea," Steven said. "Without a doubt, I will be a passenger on the very first boat sailing out of South Florida, and I will be a passenger with the complete confidence in the abilities of the cruise line to keep us all safe."

Steven, a member of Shutts & Bowen's Intellectual Property Practice Group, 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.

He received his J.D. and degree in computer sciences from the University of Florida. He also received a B.A. in Economics and B.S. in electrical engineering from Columbia University.



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