

# Merchant & Gould

An Intellectual Property Law Firm



## Eric R. Chad

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Eric practices general intellectual property law with an emphasis on all forms of intellectual property litigation including cases involving patents, trademarks and trade dress, copyrights, trade secrets, misappropriation of rights of publicity, false advertising, and unfair competition.

Eric has been involved in all aspects complex intellectual property disputes from pre-filing investigations through post-trial briefing and appellate work. Eric has also represented clients before the Patent and Trademark Office's Trademark Trials and Appeals Board.

Though Eric's technical education is based in the biological sciences, he has litigated cases involving a wide range of technologies, including HVAC equipment, computer hardware and software, sporting goods, pharmaceuticals, and hunting equipment.

Eric also works with the Children's Law Center of Minnesota to represent children who have been or are in danger of being removed from their homes.

In addition to his practice at Merchant & Gould, Eric currently teaches the University of Minnesota Law School's Intellectual Property Moot Court class and coaches the IP Moot Court competition team.

### Education

University of Minnesota - Twin Cities  
*B.S., Biology, summa cum laude, 2005*

University of Minnesota Law School  
*J.D., magna cum laude, 2008*  
*Lead Managing Editor, Minnesota Journal of Law, Science & Technology*

Atlanta

Denver

Knoxville

Madison

Minneapolis

New York

Seattle

Washington DC

# Eric R. Chad (Continued)

## Bar Admissions

Minnesota State Bar 2008  
U.S. District Court, District of Minnesota 2008  
U.S. District Court, Western District of Wisconsin 2008  
U.S. Court of Appeals for the Eighth Circuit, 2010

## Professional Affiliations

American Bar Association  
Minnesota State Bar Association

## Legal Publications

**Intellectual Property Today:** To Mark or Not To Mark? *Forest Group, Inc. v. Bon Tool Co.* Changes the Game (April 2010) (with Tom Leach)

**IP Law 360:** How to Try a Patent Case on a Budget...and Win (April 23, 2009) (with Rachel K. Zimmerman).

**Minnesota Lawyer:** How to Try a Patent Case on a Budget...and Win (March 9, 2009) (with Rachel K. Zimmerman)

**National Law Journal:** RIAA Tempers Tactics (January, 19 2009) (with William D. Schultz)

**Bench & Bar of Minnesota:** Notes & Trends: Intellectual Property Law (September 2009) (With Anthony R. Zeuli); Notes & Trends: Intellectual Property Law (October 2008) (with Anthony R. Zeuli); Notes & Trends: Intellectual Property Law (October 2007) (with Anthony R. Zeuli)

**Intellectual Property Counseling and Litigation:** Ch. 75, Attorney-Client Privilege and Work Product Immunity in Intellectual Property (Matthew Bender 2007) (2007 Update with Ernest W. Grumbles III)

## Legal Commentary

**GameInformer.com:** Blizzard Wins Court Case Against World of Warcraft Emulator Servers (August 17, 2010) (by Phil Kollar); Getting the Legal Lowdown on Yesterday's Lawsuits (August 4, 2010) (by Ben Reeves); The Activision Lawsuit: What It Means and Where It's Going (March 4, 2010) (by Phil Kollar)

**Gamasutra.com:** DRM Firm Uniloc Files Suit Against Activision, Sony, Aspyr (August 4, 2010) (by Kris Graft)

**Game Informer Magazine:** Is Duke Really Dead? (March 2010) (by Bryan Vore)

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