

## Frank A. Bruno

Partner

Chair, Intellectual Property Group

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Frank is a technology lawyer who focuses on patent law. He has considerable experience in electrical and computer technologies and is adept at viewing industry advances and analyzing implications for clients and the law.

### OVERVIEW

Frank Bruno is a technology lawyer who focuses on patent law and has considerable experience in electrical and computer technologies including hardware, software and telecommunications. With a practice concentrating on industries with new developments regularly, Frank is adept at viewing advances in these industries and analyzing implications for clients and the law. He leads a team that monitors and advises on evolutions in the law for numerous verticals across all 50 states including those relating to advertising and license requirements in the technology, gaming, and financial services industries.

Frank is a first-chair patent litigator and has represented patent-holders and defendants in cases involving software, semiconductor designs and methods of manufacture, digital telephony, image compression, and global positioning systems. In addition to his work in federal district courts, he has also successfully represented parties in utility and design patent infringement disputes mediated by Amazon.com.

He has drafted and negotiated patent and software licenses and has represented buyers, sellers, and lenders in corporate transactions, such as acquisitions and financings, where intellectual property was a significant asset.

As a lawyer registered to practice before the U.S. Patent and Trademark Office, Frank has prosecuted patent applications covering a variety of technologies including computer hardware and software, biomedical devices, and vehicle barriers. He has written opinions on patent validity and infringement in matters relating to cellular RF chips, digital storage technology, and consumer electronics.

Clients appreciate Frank's ability to manage large projects, listen to their opinions with respect, and determine ways to achieve their larger goals. His skill at delivering results in a timely and efficient manner has produced outcomes for

### PRACTICES

50-State Surveys and Regulatory Compliance  
Intellectual Property  
Technology Transactions

### INDUSTRIES

Gaming  
Technology

### BAR AND COURT ADMISSIONS

Pennsylvania  
New Jersey  
New York  
U.S. Court of Appeals for the Federal Circuit  
U.S. District Court for the Eastern District of New York  
U.S. District Court for the Eastern District of Texas  
U.S. District Court for the Southern District of New York  
U.S. District Court for the Western District of New York  
U.S. Patent and Trademark Office (Reg. No. 46,583)

### EDUCATION

Villanova University School of Law, JD, 1999  
Johns Hopkins University, BS, 1996

clients that impact not only their bottom line but their future as well.

## RECOGNITION AND INVOLVEMENT

Frank has been selected by his peers for inclusion in *The Best Lawyers in America*® list each year since 2016 in the practice area of Patent Law. In 2014 and 2015, he was named a Pennsylvania "Super Lawyer" by *Super Lawyers*. Frank is also rated AV Preeminent™ by the Martindale-Hubbell peer review rating system.

## REPRESENTATIVE MATTERS

ROAR for Good Awarded Patent for Wearable Device Mesh Network System  
9.30.21

White and Williams Represents Autonomous Robot Manufacturer UBTECH in New Product Launch  
1.12.21

White and Williams Lawyers Deliver for Augmented Reality Company ImagineAR  
12.16.20

White and Williams Assists Japanese IT Client in Cross-Border Joint Patent Application Agreement  
11.12.20

Pennsylvania Waiver Granted for Ghost Robotics Amidst COVID-19-Related Closures  
3.25.20

White and Williams Ends Sale of Over 150 Patent-Infringing Baby Feeder Products on Amazon.com  
5.13.19

Court Denies AlphaCap's Motion for Reconsideration and Lifts Stay Citing Concerning Statements from AlphaCap's Attorneys in Gust Case  
7.7.17

White and Williams Represents Gust in Landmark Patent Troll Litigation  
12.27.16

White and Williams Represents Gust in Patent Infringement Cases  
11.20.15

Represented defendant, Damar, in patent litigation involving LED lighting technology brought by non-practicing entity

## MEMBERSHIPS

American Intellectual Property Law Association

Obtained judgment of patent infringement on behalf of manufacturer client kidsme and subsequently successfully ended the sale of over 150 similar patent-infringing baby feeder products on Amazon.com

Won landmark award of attorneys' fees against patent troll and its attorneys in a patent infringement case for client Gust, Inc. after having litigation transferred from Eastern District of Texas to Southern District of New York

Successfully procured patent for technology client's Bluetooth-enabled, low energy mesh network system before the U.S. Patent and Trademark Office

Manages team of lawyers responsible for monitoring and reporting to client on laws and regulations across all 50 states related to multiple verticals, including gaming, professional liability and advertising, among others

Represented CSR Prof. Serv. Inc. in connection with data privacy and security inventions before the USPTO

Represented plaintiff and patent holder, Pactiv, as first chair and lead trial counsel in patent infringement case involving use of oxygen absorbers in modified atmosphere meat packaging technology

Represented defendant, Brother International Corp., as first chair and lead trial counsel in patent infringement case involving user interface technology, which required the coordination of the Joint Defense Group and subcommittee meetings with over 45 codefendants as well as participation in non-infringement and invalidity analysis and settlement negotiations

Achieved favorable settlement for Universal Safety Response Inc., (USR) as first chair and lead trial counsel in a patent, trademark, and copyright infringement action

Represented patent-owner Trimble Navigation in a patent infringement case involving GPS devices

Obtained declaratory judgment for plaintiff, ESS Technology, Inc., as lead technical attorney, in a patent infringement case involving digital telephone and modem technology

Represented defendant, Plus Vision, in a patent infringement case involving digital imaging and LCD products

Represented defendant, Fujitsu Computer Products of America, Inc., as lead technical attorney in a multi-defendant, multidistrict patent infringement case involving digital image compression

Obtained declaratory judgment for plaintiff, Fujitsu Network Communications, in a patent infringement case involving digital telephony

Represented patent owner, Fujitsu Ltd. and Fujitsu Microelectronics America, Inc., as lead technical attorney in a patent case involving semiconductor design and methods of manufacture

Represented complainant, Renesas, in a section 337 patent action before the U.S. International Trade Commission

Negotiated a favorable settlement for defendant, Personal Communication Devices, LLC – a reseller of cellular phones – in a multi-defendant patent infringement action brought by a non-practicing entity where the patents at issue related to MMS cellular messaging technology

Negotiated a favorable settlement for defendant, Personal Communication Devices, LLC – a reseller of cellular phones – in a multi-defendant patent infringement action brought by a non-practicing entity where the patents at issue related to taking and storing photographs using mobile devices

Negotiated a favorable settlement for defendant, Personal Communication Devices, LLC – a reseller of cellular phones – in a multi-defendant patent infringement action brought by a non-practicing entity where the patents at issue related to QPSK modulation in CDMA communication networks

Negotiated a favorable settlement for defendant Personal Communication Devices, LLC – a reseller of cellular phones – in a multi-defendant patent infringement action brought by a non-practicing entity where the patents at issue related to monitoring data traffic transmission rates over cellular communication channels

Negotiated a favorable settlement for defendant, Personal Communication Devices, LLC – a reseller of cellular phones – in a multi-defendant patent infringement action brought by a non-practicing entity where the patents at issue related to cellular antenna technology

Represented defendant, Personal Communication Devices, LLC – a reseller of cellular phones – in a multi-defendant patent infringement action brought by a non-practicing entity where the patents at issue related to channel hopping in wireless communication networks

Represented defendant, PulsePointe, as first chair and lead trial counsel in a patent infringement case involving email technology

Represented defendant, Moat Inc., as first chair and lead trial counsel in a patent infringement case involving advertising software monitoring technology

Represented major manufacturer of food packaging equipment in several patent reexamination proceedings before the USPTO resulting in successful invalidation of the patents asserted against our client

Counseled and sought patent protection for several food companies, including performing prior art reviews of patent landscape and drafting patent applications covering food formulations and methods of manufacture

## **IN THE NEWS**

White and Williams Lawyers Help YUV Obtain First Patent for Custom Hair Color Dispenser  
9.22.23

Best Lawyers® Recognizes 45 White and Williams Lawyers  
*Firm News*, 8.18.23

Best Lawyers® Recognizes 40 White And Williams Lawyers  
*Firm News*, 8.18.22

Best Lawyers® Recognizes 38 White and Williams Lawyers  
8.19.21

## PUBLICATIONS

Generative Artificial Intelligence: Calling for a New Legal Front  
*Client Alert*, 1.16.24

North Carolina Legalizes Online Sports Betting and Advance Deposit Wagering on Horse Racing  
*House Rules*, 6.20.23

NJ Legislators Introduce Bill to Classify Esports as Internet Gaming, Expand Esports Gambling Opportunities  
*House Rules*, 10.20.22

Here's What Stricter Sportsbook Marketing Rules Might Look Like — and the Legal Challenges They Could Face  
*Sports Business Journal*, 5.2.22

Information Blocking: What Providers and Programmers Need to Know  
Part One: Ramped Up Enforcement Against Healthcare Providers  
*Healthcare Alert*, 4.22.22

How to Patent Safety (Podcast)  
*Reliability Leader with Adam Bahret*, 10.20.21

Don't Be the Next Boeing: Fixing Tension Between Engineering, Legal  
*Bloomberg Law*, 6.25.21

Florida-Seminole Sports Betting Gaming Compact Passes Legislature, but Court Challenges Are Expected  
*Gaming Alert*, 6.10.21

Legal Use Case 7 Part III: The Analysis  
*Apex Ridge Reliability*, 6.3.21

Connecticut Legislature Passes Bill Legalizing Retail and Online Sports Betting, Online Casino Gaming, and DFS  
*Technology Industry Alert*, 5.27.21

Legal Use Case 7 Part II: The Prescription  
*Apex Ridge Reliability*, 5.19.21

Sports Betting Vendor and Supplier Licensing: A Primer for Industry Newcomers  
*Gaming Industry Alert*, 5.14.21

Legal Use Case 7: A Conversation  
*Apex Ridge Reliability*, 5.11.21

Making Safer Robotic Devices  
*The Journal of Robotics, Artificial Intelligence & Law*, Volume 4, No. 4 | July – August 2021

Winter COVID-19 Relief Bill: Overview of Key IP and Entertainment Provisions  
*Intellectual Property Alert*, 1.4.21