

William P. Jensen *Shareholder*

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Overview

Bill has advised Fortune 100 companies to VC funded start-ups on complex intellectual property (IP) issues for more than twenty-five years. His clients represent a broad spectrum of industries including energy, construction, telecommunications, e-commerce, and software. Through his work with general counsel and IP counsel in these industries, Bill has gained a deep understanding of the related technology, particularly software used in the oil and gas industry.

Education

St. Mary's University School of Law, J.D.,
1989

Texas A&M University, B.S., 1985

Practice Areas

Intellectual Property

Commercial Litigation

Bill has represented litigants in patent litigation related to software and mechanical devices, trademark and unfair competition litigation, and copyright litigation before numerous federal district courts, the Federal Circuit Court of Appeals, the Fifth Circuit Court of Appeals, and the Tenth Circuit Court of Appeals. Bill has also worked closely with both local and FBI law enforcement agencies in matters related to trade secret theft under the Economic Espionage Act.

Bill has handled numerous matters before the US Patent and Trademark Office (PTO), which include the filing and prosecution of patent and trademark applications and related appeals before the Patent Trial and Appeal Board and the Trademark Trial and Appeal Board.

Bill has worked closely with foreign associates to develop and manage worldwide patent and trademark portfolios for clients that strengthen their market position. In addition, he regularly assists clients with leveraging and monetizing their IP through the sale and licensing of their technologies. He has prepared numerous patentability and trademark clearance opinions, and has assisted clients in evaluating patent infringement by rendering invalidity and non-infringement opinions.

Admissions

Texas

United States District Courts for the
Northern, Southern, Western and Eastern
District of Texas

U.S. Courts of Appeals for the Fifth, Tenth
and Federal Circuits

United States Patent and Trademark Office

Representative Cases

Patent Litigation

- *Landmark Graphics Corp., et al. v. Seismic Micro Technology, Inc., et al.*; (Southern District of Texas): Represented Landmark Graphics in patent suit for infringement of software patents covering seismic data processing.
- *Sorkin v. Amsysco, Inc.*; (Southern District of Texas): Retained after final judgment to represent Sorkin in an appeal to the Federal Circuit.
- *Milan Tucek v. The Virtex Group, Inc., d/b/a Range Rustler U.S.A. and Gustafson Manufacturing Co.; et al.*; (Southern District of Texas): Represented Mr. Tucek in suit for infringement of patents dealing with mechanical devices.
- *Spring Window Fashions L.P., Shade-O-Matic, Ltd. And Manor TEC, Inc. v. Novo Industries L.P.*; 323 F. 3d 989 (Fed. Circ. 2003): Defended Novo Industries in a suit for patent infringement that was decided by summary judgment for Novo and affirmed by the Federal Circuit.
- *Grant v. Pharmacia & Upjohn Co.*, 314 F.3d 488, (10th Cir. (Colo.), Dec. 23, 2002) (No. 01-1509): Defended Pharmacia & Upjohn in a patent royalty dispute, which was won on summary judgment by Pharmacia & Upjohn and affirmed by the 10th Circuit.
- *GAIA Technologies, Inc. v. Reconversion Technologies, Inc. et al.*; (Southern District of Texas): Represented GAIA in a complex multiforum litigation involving patent ownership, infringement (patent and trademark) and theft of trade secrets.
- *Fairfield Industries Inc. d/b/a FairfieldNodal v. Wireless Seismic, Inc.*; (Southern District of Texas): Represented Fairfield Industries in suit alleging infringement of patents covering nodal transmission of seismic data.
- *Pei Herng Hor v. Ching-Wu "Paul" Chu*; (Southern District of Texas): Represented Mr. Hor in suit for correction of inventorship of patent covering superconductivity.

Trademark Litigation

- *A2D Technologies, Inc. and Riley Electric Log, Inc. v. MJ Systems, Inc. and Petrofiche, Inc. d/b/a MJ Systems, Inc.*; (Southern District of Texas): Represented A2D and Riley in suit for trademark infringement, tortious interference, and breach of contract based on well logs sold by defendants.
- *Gables Residential Trust v. Founders Commercial, Ltd.*; (Southern District of Texas): Defended Founders in a trademark infringement dispute.

- *Axis AB v. Bechtel Corporation*; Opposition No. 124,486; In the United States Patent and Trademark Office before the Trademark Trial and Appeal Board: Represented Bechtel in opposition proceedings.
- *Baker Hughes Incorporated v. Baker Pumps*; Opposition No. 91/157,581; In the United States Patent and Trademark Office before The Trademark Trial and Appeal Board: Represented Baker Hughes in opposition proceedings.
- *Kenneth W. King v. Maple Leaf Homes, et al.*; (Southern District of Texas): Defended Maple Leaf Homes in a copyright infringement and Lanham Act case involving architectural plans.
- *Healthnet, Inc. v. USA Healthnet, Inc.*; (Southern District of California): Defended USA Healthnet, Inc. in a trademark and Lanham Act dispute.

Copyright Litigation

- *Kati Sportcap, Inc. v. Capline International, Inc. d/b/a Nissin Cap; and Nissun Cap, Inc.*; (Southern District of Texas): Defended Nissun Cap in a copyright infringement and unfair competition dispute.
- *Bob Were Photography v. Hughes Christensen, et al.*; (Southern District of Texas): Defended Hughes Christensen in a copyright infringement and unfair competition dispute.
- *Patricia Zapata v. Burke Read Group, d/b/a Brand Engine, et al.*; (Southern District of Texas): Defended Burke Read against allegations of copyright infringement for a design used on commercial products.

Trade Secret Litigation

- *Traver Technologies, Inc., a Texas Corporation v. Mike Good, et al.*; (Southern District of Texas): Represented Traver Technologies in a theft of trade secrets suit filed against former employees.

Prosecution - Transactions

- Represented Magic Earth, Inc. in negotiating the transfer of all rights related to Texaco's GeoProbe® software technology to Magic Earth.
- Responsible for all domestic and international licensing and transactional matters for Magic Earth as its acting general counsel between 1999 and 2004.
- Represented Magic Earth, Inc. in negotiating the sale of Magic Earth stock worth \$100MM to Halliburton Company in 2001.

Publications & Speeches

- Presentation: Texas A&M University MBA/Law Symposium
- Presentation: “Intellectual Property Primer.” Bechtel Corporation
- Presentation: “Intellectual Property Workshop.” Landmark Graphics Corporation
- Presentation: “Intellectual Property Workshop.” Bechtel Corporation
- Author: “Energy Software Developers Need to Protect Their ‘Gold’.” *Houston Business Journal*, Volume 30, No. 44 (March 17-23)
- Author: “How to Stake a Claim to Your Intellectual Property.” *First Break*, Volume 19.8 (August 2001): pp.464-465
- Author: “How to Stake a Claim to your Intellectual Property.” *The Leading Edge* (November 2001): p.1240

Awards

- Top Lawyer in Intellectual Property Rights, *Houstonia Magazine* (2016)
- Nominated by the Fellows of Texas Bar Foundation for Outstanding Journal Article
- Who's Who in American Law
- Outstanding Young Men of America

Affiliations

Professional

- American Intellectual Property Association: Licensing, Patent Litigation and Electronic Computer Law Sections
- Houston Intellectual Property Law Association
- The State Bar of Texas
- Houston Bar Association

Community

- Texas A & M 12th Man Foundation
- Houston Zoo (Ambassadors Club)
- Spring Branch ISD - Mentor (2016 to present), Long Range Facilities

Planning Committee Member (2017), Campus Improvement Team Member for WAIS (2016-2017)

- Spring Branch Memorial Sports Association
- Gaywood Civic Association
- Chapelwood United Methodist Church

Personal Interests: Golf, Tennis and Travel