



**Rory Pheiffer works with clients to develop patent portfolios, domestically and abroad, that align with their business goals. He also counsels clients on patent opinion and product clearance matters, IP due diligence issues on the buyer and seller side, license negotiations, and trademark portfolio growth and enforcement in conjunction with building the client's brand.**

Clients rely on Rory's technical knowledge, which he honed while earning a degree in mechanical engineering from MIT, to protect inventions across a diverse area of technologies and fields, including: 3D printing, aircraft, biotechnology, cleantech, consumer products, digital cameras, electric vehicles, electronics and lighting, fluid dynamic applications, medical devices, robotics, software and mobile applications, thermovoltaics, and a variety of other mechanical and electrical-mechanical systems.

Rory has proven to be particularly adept at building out large patent portfolios for clients in the medical device field, including for: anastomotic and occlusion devices; bone plates and adhesives; electrochemical meters and cells; gastric bands and bypass procedures; hydrocephalus valves; ligament repair devices and procedures; shoulder repair devices and procedures; surgical staplers and clip applicators; nucleic acid analysis devices; photodynamic therapy; spinal implants, including anchors, rods, cages, cross-connectors, and instrument to insert the same; sutures, suture anchors, and related surgical methods; tissue cutting and sealing devices; and trocars, retractors, and seal elements.

These skills translate to a number of other industries, which Rory leverages for his client's benefits. For example, he is actively counseling clients on building out portfolios of inventions related to aircraft, clean energy, 3D printing, fluid dynamic applications and robotics, among others. In conjunction with the same, he uses expedited patent prosecution strategies to help clients obtain patents in less than a year (when possible).

He also works with clients to grow and enforce their worldwide trademark portfolios in conjunction with their product releases. Rory has been named

## Rory P. Pheiffer

### Partner

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### EDUCATION

Suffolk University Law School, (J.D.),  
with distinction

Massachusetts Institute of Technology  
(MIT), (B.S.), mechanical engineering

### BAR ADMISSIONS

Massachusetts

U.S. Patent and Trademark Office

### COURT ADMISSIONS

U.S. Court of Appeals for the Federal  
Circuit

U.S. District Court for the District of  
Massachusetts

### LANGUAGES

English

### PRACTICES

Emerging Companies and Venture  
Capital

Intellectual Property

Mergers and Acquisitions - Intellectual  
Property

Patent Services - Counseling and  
Prosecution

Trademarks

### INDUSTRIES

Life Sciences

a leading trademark lawyer in World Trademark Review's "WTR 1000" for the past four years, and he has been cited in the review for his "wealth of knowledge, " "excellent prosecution advice," and ability to "break things down in a manner that makes them simple to understand and take action on."

His trademark experience also stems from running the MIT trademark portfolio when he worked at the MIT Technology Licensing Office, and by working with dozens of clients in the food and beverage, jewelry, consumer products, automotive, and instrumentation and calibration industries during his 14-plus years in private practice.

Rory is a leader both in the firm and in the community. He is particularly proud to have served as president of the Boston Intellectual Property Law Association (BIPLA) in 2018, one of the oldest, continuously active IP-based law associations in the country, and have instituted many improvements for the membership and IP community during his eight-year tenure on the BIPLA Board of Governors. He has been published more than 90 times on IP-related topics, and spoken or moderated more than 20 panels.

When he is not focused on IP matters, he devotes significant time to Greater Boston Legal Services (GBLS) to help raise funds to support low-income clients in need of legal representation.

## **Professional and Community Involvement**

Past president, former member of Board of Governors, Boston IP Association (BIPLA)

Board Member, Greater Boston Legal Services

Vice chair (2022-2023), secretary (2021), IPO Leadership Development Committee

Member, Boston Bar Association (BBA)

Guest lecturer, Suffolk University Law School

Mentor, MIT Venture Mentoring Service (VMS)

## **Honors**

Massachusetts Lawyers Weekly, "IP Go To Lawyers," 2023

The Best Lawyers in America, 2023-2024

World Trademark Review, 1000 "The World's Leading Trademark Professionals" for Massachusetts, 2018-2024

Massachusetts Super Lawyers, 2021-2022, Rising Star, 2013-2020

Boston Business Journal, 40 Under 40, 2018

GBLS, "Outstanding Contributions to Legal Services for the Poor" Awards, 2011 and 2013

BBA Public Interest Leadership Program (PILP)