



## Joseph R. Falcon, III

Partner

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### OVERVIEW:

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Joe Falcon is an [intellectual property lawyer](#) with deep knowledge in patent, trademark, trade secret and copyright law. As a registered U.S. Patent and Trademark Office patent attorney, Joe is recognized for his comprehensive understanding of intellectual property rights and his ability to provide strategic legal counsel to clients in diverse industries.

With an unwavering passion for the intersection of law and innovation, Joe focuses on all aspects of patent and trademark law, including prosecution, licensing, litigation, validity and infringement studies, and IP-related business counseling. He is a valued member of the Intellectual Property and Litigation practice groups, leveraging his skills and knowledge to assist clients at every stage of their intellectual property journey.

Joe views himself as not just a lawyer but a problem-solver who brings clarity, strategy, and a genuine passion for bringing innovation to the table - all with the goal of helping you achieve your vision while keeping your intellectual property secure.

Joe's clientele ranges from early-stage startups to established companies, and he is known for developing and commercializing patent portfolios tailored to meet the specific business needs of his clients. He works closely with his clients, understanding their goals and helping them navigate the complexities of intellectual property law to protect their innovations and maximize their market advantage. Joe also partners with clients to align their intellectual property strategies with long-term business objectives, helping position them for sustained growth and competitive success.

Throughout his career, Joe has consistently demonstrated his ability to handle a wide range of complex intellectual property cases. He brings a meticulous approach to protecting the intellectual property rights of his clients. Some notable examples of his work include:

Joe's performance in the field of intellectual property law have earned him the respect of clients and peers alike. His commitment to delivering exceptional legal counsel, combined with his comprehensive understanding of the intricacies of intellectual property rights, make him an invaluable asset to any individual

or organization seeking to protect and leverage their innovations in today's dynamic business landscape.

Beyond his professional achievements, Joe cherishes his family life. Originally from Pittsburgh, he currently resides in Newtown Square, Pennsylvania, with his wife Laurie, their three daughters, two dogs, and two cats. In his leisure time, Joe is an avid golfer who enjoys hitting the links, and during the winter months, he can be found snowboarding down the slopes, embracing his adventurous spirit.

## EDUCATION:

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- Duquesne University School of Law, J.D.
- Penn State University, B.S. Material Science and Engineering

## ADMISSIONS:

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- Pennsylvania
- U.S. Patent and Trademark Office

## PRACTICE AREAS:

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- Intellectual Property
- Cybersecurity
- Alternative Dispute Resolution (ADR)
- Intellectual Property Litigation

## COMMUNITY INVOLVEMENT:

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### **American Bar Association, Intellectual Property Law Section**

Vice Chair of USPTO Ex Parte Patent Practice and Policy Committee; Member of the Amicus Brief Committee; Liaison to the Litigation Section

### **Newtown Township Trails and Greenways**

Committee Member

### **Leadership Chester County**

2013 graduate

### **Newtown Square Presbyterian Church**

Former board of trustees member

## **Newtown Square Petticoat League**

Former board president

## **Habitat for Humanity Delaware County**

Former board member

## **RECOGNITIONS:**

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- Leadership Recognition, American Bar Association
- Pennsylvania Rising Stars (2010, 2014, 2015, 2016, 2017, 2018)

## **MEMBERSHIPS:**

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- Chester County Bar Association
- American Bar Association Section of Intellectual Property Law (ABA-IPL):
  - Vice Chair of the USPTO Ex Parte Patent Practice and Policy Committee
  - Member of the Amicus Brief Committee
  - Liaison to the ABA-IPL Section of Litigation

## **PUBLICATIONS:**

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- "The Debate Over Patent Protection for AI-Generated Inventions," The Legal Intelligencer - Expert Opinion, April 2025
- "Managing Intellectual Property Rights: The Cost of Innovation," Duquesne Business Law Journal, Spring 2004, 6 Duq. Bus.L.Rev., No.2.

## **PRESENTATIONS:**

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- Things to Consider When Bringing AI into Your Legal Practice, Patsnap Webinar (June 2024)
- "Legal Tech Talk for Your 21st Century Business", BIG U 2018 (May 2018)
- Common Legal Issues You Need to Know, PA Treasury's Small Business Initiative at York College (October 2016)
- Legal Issues Involved in Growing your Business , PA Treasury's Small Business Initiative at York

College (October 2016)

- Common Legal Issues for New Businesses, PA Treasury's Small Business Initiative at York College (October 2016)
- "Outside the Box Innovations v. Travel Caddy: Can Minor Infractions be Inequitable Conduct?" Joint Patent Practice Continuing Legal Education" (April 2013)
- "Managing Intellectual Property Rights: The Cost of Innovation," Duquesne Business Law Journal, Spring 2004, 6 Duq. Bus.L.Rev., No.2.

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## RELATED NEWS:

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- Barley Snyder Partner Joseph Falcon Appointed to New Roles with American Bar Association Section of Intellectual Property Law  
May 27, 2025
- New USPTO Fees for Trademark Applications and the Importance of Accurate Goods/Services Descriptions  
February 10, 2025
- Barley Snyder Partner Joseph Falcon Appointed to New Roles with American Bar Association Section of Intellectual Property Law  
September 4, 2024
- Navigating Service of Process in International IP Disputes  
July 24, 2024
- Barley Snyder Partner, IP Attorney Joseph Falcon Appointed to Various Bar Committees with the American Bar Association  
July 28, 2023
- Barley Snyder Partner, IP Attorney Joseph Falcon Appointed to Various Bar Committees  
October 26, 2022
- Barley Snyder Partner Falcon Receives Leadership Recognition  
October 20, 2021
- Barley Snyder Partner Falcon Named Chair of IP Committee  
September 23, 2021
- Barley Snyder Partner Falcon Named to Trails Committee  
September 8, 2021

- Barley Snyder Attorney Falcon Named Chair of ABA-IPL Committee  
July 9, 2020
- Managing Intellectual Property in a Crisis (Part 3)  
April 1, 2020
- Managing Intellectual Property in a Crisis (Part 2)  
March 31, 2020
- Managing Intellectual Property in a Crisis (Part 1)  
March 30, 2020
- Barley Snyder Partner Falcon Named to ABA-IPL Board  
August 7, 2019
- USPTO Takes Significant Step to Ease Patenting of Software-based Inventions  
January 9, 2019
- Some Invention-Services Companies Remain Under Fire for Deceptive Practices  
December 18, 2018
- Falcon Named Vice-Chair of National Patent Group  
September 14, 2018
- Whats In a Beer Name? A Trademark Infringement  
September 5, 2018
- Whats In a Beer Name? A Possible Trademark Infringement  
August 30, 2018
- Nine Barley Snyder Attorneys Named to Super Lawyers Lists  
May 18, 2018
- USPTO Doesnt Believe Anyone Will Celebrate Draï Day  
May 14, 2018
- Trumps Proposed Tariffs Aim to Increase Enforcement of American IP in China  
March 29, 2018
- The Business of Trademarks: Part 2  
September 11, 2017
- The Business of Trademarks: Part 1  
August 21, 2017
- Intellectual Property and Business: Part 4  
August 9, 2017
- Intellectual Property and Business: Part 3  
August 4, 2017
- Intellectual Property and Business: Part 2  
July 26, 2017
- Intellectual Property and Business: Part 1  
July 19, 2017

- Supreme Court Strikes Down Law Banning Offensive Trademark Registrations  
June 20, 2017
- Seven Barley Snyder Attorneys Garner Super Lawyers Distinction  
May 16, 2017
- What Can Go Wrong When You Offer Public Internet Access  
August 5, 2016
- President Barack Obama Signed the Defend Trade Secrets Act  
June 6, 2016
- Eight Barley Snyder Attorneys Selected to the 2015 Pennsylvania Super Lawyers and 2015 Pennsylvania Rising Stars Lists  
May 15, 2015
- Attorney Joe Falcon Elected to Newtown Square Petticoat League Board  
January 27, 2015
- Barley Snyder Attorneys Named to the Lists of 2014 Pennsylvania Super Lawyers and Pennsylvania Rising Stars  
May 27, 2014
- America Invents Act First Inventor to File Transition  
March 12, 2013
- Automatic Petitions With Instant Decisions Now Offered by the US Patent Office  
October 24, 2011