

Joseph R. Falcon, III

Partner

Intellectual Property Practice Group Chair, Management Committee

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OVERVIEW:

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:

- Asserting Patent Rights Against Willful Infringers: Joe has built a strong reputation for vigorously asserting patent rights on behalf of his clients in highly competitive marketplaces. He has successfully

navigated intricate legal landscapes to hold those accountable who willfully infringe on his clients' patents. Joe's strategic and assertive approach ensures that his clients' innovations are safeguarded and receive the recognition and compensation that they deserve.

- Expert Counsel for Startups: Recognizing the unique challenges faced by startups, Joe provides invaluable guidance on ownership and procurement of patent and trademark rights. His deep understanding of intellectual property law and extensive experience allows him to advise startups on how to strategically protect their innovations while considering budgetary constraints. Joe's insightful counsel helps startups establish a strong foundation for growth and navigate the complex landscape of intellectual property.
- Crafting Research and Development Agreements: Joe is able to craft comprehensive research and development agreements that address the intricate issues of IP ownership. He works closely with clients to ensure that their rights are protected, both during the collaborative research process and in the subsequent commercialization of innovations. By drafting well-defined agreements, Joe helps his clients avoid disputes and maintain control over their intellectual property assets.
- Patent Due Diligence in International Acquisitions: In the context of large-scale international acquisitions, Joe's expertise in conducting thorough patent due diligence is an invaluable resource to clients. He meticulously examines the intellectual property portfolios of target companies, assessing the strength and scope of their patents. By identifying any potential risks or opportunities, Joe provides his clients with the information needed to make informed decisions during the acquisition process, mitigating future legal challenges and maximizing the value of the transaction.
- Developing Robust IP Portfolios: Understanding the importance of proactively protecting clients' intellectual property, Joe specializes in developing robust IP portfolios. He works closely with clients to identify and capture innovative ideas, strategically filing patents and trademarks to ensure comprehensive coverage. By actively monitoring the competitive landscape, Joe helps his clients stay ahead of potential design-arounds, effectively safeguarding their intellectual property assets and maintaining a competitive edge.
- Trademark Enforcement: Joe has successfully represented clients in protecting their trademark rights against domestic and foreign entities in the United States and abroad through a network of foreign associates.
- Post-Grant Proceedings: Joe is well-versed in post-grant proceedings, which provide an avenue for challenging the validity or scope of existing patents. Whether it involves defending the validity of a patent, challenging the validity of a competitor's patent, or seeking to correct and enhance the scope of an existing patent, Joe's unique perspective ensures that clients receive comprehensive representation and guidance throughout the post-grant proceeding process.
- Copyright: Whether it's registering copyrights, addressing ownership and licensing matters, handling infringement cases, or advising on fair use and compliance, Joe's in-depth knowledge and strategic counsel allow clients to navigate the complexities of copyright law with confidence. With his guidance,

clients can protect their creative works, monetize their intellectual property assets, and effectively enforce their rights in the dynamic landscape of the digital age.

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:

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

ADMISSIONS:

- Pennsylvania
- U.S. Patent and Trademark Office

PRACTICE AREAS:

- Intellectual Property
- Intellectual Property Litigation
- Cybersecurity
- International Business & Trade

COMMUNITY INVOLVEMENT:

American Bar Association, Intellectual Property Law Section
Section Council, Council Liaisonto Patent Division; Chair of USPTO Ex Parte Patent Practice and Policy Committee; Amicus Brief Committee Member; Long Range Planning Committee Member; Patent Prosecution Boot Camp Task Force Member

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:

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

MEMBERSHIPS:

- Chester County Bar Association
- American Bar Association Section of Intellectual Property Law (ABA-IPL):
  - Section Council, Council Liaison to Patent Division
  - Chair of the USPTO Ex Parte Patent Practice and Policy Committee
  - Member of the Amicus Brief Committee
  - Member of the Long Range Planning Committee
  - Member of the Patent Prosecution Boot Camp Task Force

PUBLICATIONS:

- "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:

- 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.

RELATED NEWS:

- Barley Snyder Welcomes Trademark Attorney Maureen Kelly to Intellectual Property Practice Group
  October 19, 2026
- Four Barley Snyder Attorneys Named to Main Line Today's 2026 Top Lawyers List
  August 26, 2026
- Barley Snyder Attorneys and Real Estate Practice Earn Recognition on 2026 Top Lawyers of Chester County List
  August 13, 2026
- Barley Snyder Promotes Victoire Djuidje to Patent Agent
  August 10, 2026
- Barley Snyder Named Intellectual Property Law Firm of the Year in Pennsylvania by The Lawyer Network
  August 4, 2026
- USPTO Issues Final Rule Requiring Mandatory U.S. Counsel for Foreign Patent Filings
  March 30, 2026
- Barley Snyder Announces 2026 Leadership Changes
  January 23, 2026
- 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 AssociationSection 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 Drai 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

RELATED RESOURCES:

- Celebrating 70 Years of Legal Excellence
  June 10, 2026