



## Joseph R. Falcon, III

Partner

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### OVERVIEW:

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Joe Falcon is an intellectual property lawyer registered as a U.S. Patent and Trademark Office patent attorney. As a member of the Intellectual Property and Business practice groups, Joe practices all phases of patent and trademark law, including prosecution, licensing, litigation, validity and infringement studies, and IP related business counseling. Joe assists clients ranging from early-stage startups to established companies in developing and commercializing patent portfolios and implementing strategies that meet the client's business needs.

Examples of Joes work in the intellectual property arena include:

- Asserting patent rights against willful infringers in a competitive market place
- Counseling start-ups on ownership and procurement of patent and trademark rights
- Crafting research and development agreements to meet IP ownership needs
- Conducting patent due diligence in large scale acquisitions of international patent rights
- Developing an IP portfolio to protect against competitor design arounds
- Enforcing trademark rights against foreign entities distributing into the United States
- Prosecuting post grant proceedings to broaden the scope of patent protection
- Performing product clearances to manufacture parts for sale
- Reviewing software license agreements to advise client on status of proprietary rights

Originally from Pittsburgh, Joe and his wife Laurie now reside in Newtown Square, Pa., with their three daughters, two dogs and two cats. He's an avid golfer, and in the winter you can find him on the slopes snowboarding.

## **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)

## **COMMUNITY INVOLVEMENT:**

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- Newtown Township Trails and Greenways
- Newtown Square Presbyterian Church
- Newtown Square Petticoat League
- Leadership Chester County
- Habitat for Humanity Delaware County

## **RECOGNITIONS:**

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- Leadership recognition, American Bar Association
- Patent Legislation of the American Bar Association Section of Intellectual Property Law, chair, former vice chair
- Pennsylvania Rising Stars (2010, 2014, 2015, 2016, 2017, 2018)

## MEMBERSHIPS:

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- Chester County Bar Association
- American Bar Association, vice chair for patent legislation

## PUBLICATION:

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- "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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- "Legal Tech Talk for Your 21st Century Business", BIG U 2018 (May 2018)
- Common Legal Issues You Need to Know, PA Treasurys Small Business Initiative at York College (October 2016)
- Legal Issues Involved in Growing your Business , PA Treasurys Small Business Initiative at York College (October 2016)
- Common Legal Issues for New Businesses, PA Treasurys 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:

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- 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