

## Seth Horwitz

COUNSEL

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**What I enjoy most about my practice is being immersed in the wide variety of technologies patent work presents, as well as the complex problem solving the work requires. Each underlying innovation or technology must, as a matter of law, be distinctively new, which makes it as special and one-of-a-kind as a snowflake. Some lawyers become a bit jaded about the unique opportunity we have to participate in diverse fields of invention. I still find it thrilling.**

Seth Horwitz's practice covers a broad spectrum of intellectual property and technology law—including sophisticated patent preparation and prosecution work, as well as litigation support, encompassing such technologies as network architectures, software as a service, semiconductor lithography and device architectures, optics, security systems, image compression and processing, industrial machines, and firearms. For both U.S. and international clients, he is experienced in patent portfolio management and licensing, inter partes reviews and reexaminations, trademark registrations and oppositions, copyright registration and enforcement, domain name arbitrations, identity theft, as well as privacy and publicity rights matter.

Seth has significant success in his direct interactions with examiners and other patent prosecution and PTO personnel, and he has established an extremely high prosecution allowance rate. His deep understanding of both the laws and rules of PTO internal proceedings also positions him particularly well for patent appeals.

Continuously targeting solutions to client needs, and keeping a close eye on the rapidly evolving legal landscape, Seth is currently earning his certification in U.S. information privacy. This reaches across industries to address private sector limits on gathering personal information, methods of and approaches to data privacy and protection, requirements in various jurisdictions (including California and the EU), and best practices for federal and state regulatory compliance. "It is critical that all stakeholders, whether corporate or individual, service providers or users, be confident that personal data is being treated predictably, securely, and according to published policies," he explains.

### OUTSIDE OF WORK

Seth loves reading fantasy and science fiction, travel, and cooking. His wife and he have stepped up their cooking game by getting a dry-erase weekly menu calendar. Not only are their kids always excited to see the new menu every Monday, but it's helped them plan more ambitious food, such as hand-mortared basil pesto and miso-glazed salmon.

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## **AREAS OF PRACTICE**

- Intellectual Property
- Litigation, Disputes, Appeals

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## **EDUCATION & ADMISSIONS**

### **Education**

- Columbia Law School, J.D., 2001
- Rice University, B.S.E.E., Computer Engineering and B.A., Mathematics, 1998

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## **PROFESSIONAL & COMMUNITY INVOLVEMENT**

- Member, State Bar of Texas
- Member, State Bar of New York
- Patent and Trademark Office