



## GEOFFREY LOTTENBERG

### Partner

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As lead of Berger Singerman's Intellectual Property Group and a Florida Bar Board Certified Intellectual Property attorney, Geoff handles a wide variety of matters, including IP procurement and enforcement, business and technology law, and complex commercial litigation. With a calculated approach, Geoff regularly litigates patent, trademark, and copyright disputes in Federal Court throughout the United States. He also handles a variety of technology-related commercial litigation matters including disputes over software contracts, non-compete agreements, and trade secrets. Geoff is also well-versed in Cybersecurity and Internet law including data privacy, data security, online defamation and reputation defense, and cyber-related forensic investigations.

As a Registered Patent Attorney armed with a background in mechanical engineering, Geoff prosecutes domestic and foreign patents and renders opinions on a variety of cutting-edge technologies, including protective products, semi-conductor and server cooling, nanoparticles, artificial intelligence, automation, facial recognition technology, medical devices, emergency communication devices, software-based systems, and energy devices. Geoff also has hundreds of federal trademark applications and registrations under his belt.

Geoff is an experienced transactional lawyer who works on broad array of corporate intellectual property

matters including negotiating and preparing license agreements, software contracts, manufacturing and distribution agreements, and intellectual property asset transfers. Geoff is a key member of our firm's mergers and acquisitions team and provides support in restructuring and work out matters.

## Education

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J.D., *cum laude*, University of Miami School of Law

B.S., *cum laude*, University of Florida

## Bar Admissions

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Florida

United States District Court Middle District of Florida

United States District Court Southern District of Florida

United States Court of Appeals for the Federal Circuit

United States Patent & Trademark Office

## Practice Teams

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Business, Finance & Tax

Dispute Resolution

## Practice Areas

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Corporate

Complex Commercial Litigation

Intellectual Property

- Intellectual Property Transactions and Licensing
- Intellectual Property Enforcement and Litigation
- Patent Prosecution
- Copyrights
- Data Privacy
- Trademark Prosecution

Cybersecurity & Data Breach

## Representative Matters

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### Notable Litigation Results:

- Successfully defended Miami-based craft brewery against claims of trademark infringement made by one of the largest beer companies in the world. Asserted declaratory judgment claims for non-infringement and

abandonment, which were later resolved by a covenant-not-to-sue. Representation also included affirmative claims for tortious interference, unfair competition, and violation of the Florida Deceptive and Unfair Trade Practices Act concerning an interrelated professional sports sponsorship agreement.

- Defended prominent streetwear company against claims of trademark/trademark infringement and counterfeiting asserted by the world's largest athletic shoes and apparel company. Resolved lawsuit through private settlement. Assisted client with navigating public relations and social media outreach.
- Obtained final default judgment and a substantial money award on behalf of a French-based cosmetics company against its holdover United States distributor for claims of breach of contract and trademark infringement. Representation included leading a significant cross-border investigation in Mexico, Brazil, Portugal, and France.
- Successfully enforced trademark rights on behalf of a Florida-based weight loss company against former manufacturer who created and copycat ecommerce website through which it sold counterfeit products.
- Successfully represented a prominent music, comedy, and lifestyle festival organizer against a former consultant that was alleged to have misappropriated company trade secrets and breached non-compete and non-disclosure obligations. Spearheaded an extensive investigation into the defendant's wrongdoing through extensive digital forensics and electronic discovery.
- Defended aftermarket specialty performance auto parts retailer against claims of trademark infringement and counterfeiting brought by one of the world's largest automakers. Strategically resolved the matter through a business-minded approach to the ultimate benefit of the client.
- Successfully enforced the brand and trademarks of one of the world's largest instant noodle companies against egregious trademark and counterfeiting by a close competitor and its United States distributor.
- Obtained final default judgment of trademark infringement and unfair competition against Houston salvage shipper on behalf of a nationwide shipping and logistics company. Successfully orchestrated injunction enforcement raid in collaboration with the U.S. Marshal Service and Houston Police Department.

### **Published Opinions**

Biscayne Bay Brewing Co., LLC v. La Tropical Holdings, B.V., No. 20-24180-CIV, 2021 WL 1341795 (S.D. Fla. Apr. 9, 2021)

Wolo Mfg Corp. v. Aftak Corp., 349 F. Supp. 3d 176 (E.D.N.Y. 2018)

Delaware Valley Floral Group, Inc. v. Shaw Rose Nets, LLC, 597 F.3d 1374 (Fed. Cir. 2010)

### **Issued Patents:**

- U.S. Patent No. 10,294,682 for "Outrigger Debris Netting System"
- U.S. Patent No. 10,240,357 for "Working Deck Netting System and Related Methodology"
- U.S. Patent No. 9,687,025 for "Electronic Pipe"
- U.S. Patent No. 9,538,788 for "Electronic Cigarette"
- U.S. Patent No. 9,122,920 for "Digital Manifold Gauge"
- U.S. Patent No. 9,043,161 for "Modular System and Methodology for Testing and Measurement"
- U.S. Patent No. 8,978,394 for "Convertible Refrigerant Recovery, Recycle, and Recharge System"
- U.S. Patent No. 8,186,230 for "System and Method for Airflow Sensing and Monitoring"
- U.S. Patent No. 8,511,856 for "LED Device Having Printable Layer"
- U.S. Patent No. 8,517,466 for "Convertible Boat Seat"
- U.S. Patent No. 8,567,333 for "Protective Boat Rub Rail System"
- U.S. Patent No. 8,628,491 for "Transjugular Intrahepatic Portosystemic Shunt Device"

- U.S. Patent No. 8,661,580 for “Patient Positioning Device”
- U.S. Patent No. 8,701,906 for “Ingredient Dispensing Cap for Mixing Beverages with Push-Pull Drinking Spout”
- U.S. Patent No. 8,739,494 for “Composite Concrete and Framing System and Method for Building Construction”
- U.S. Patent No. 8,740,297 for “Seat with Reversible Seat Back”
- U.S. Patent No. 8,768,429 for “Internal Bleeding Detection Apparatus”
- U.S. Patent No. 8,926,154 for “LED Device Having Printable Layer and Retention Feature”
- U.S. Patent No. D716,362 for “Aerodynamic Fairing for Audiovisual Device”

## Awards & Honors

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- Chambers & Partners USA: America's Leading Business Lawyers,
  - Intellectual Property, 2024
  - Intellectual Property (Up & Coming), 2022-2023
- Florida Super Lawyers, 2021, 2023
- Florida Super Lawyers, Rising Star Selection 2015-2020, 2022
- Florida Bar Board Certified Intellectual Property Attorney

## Community Activities / Associations

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- University of Miami School of Law, Mentor for the Intellectual Property Law Society, 2009-2011
- American Intellectual Property Law Association, Member
- International Trademark Association, Member
- Past Chair, Florida Bar 17th Judicial Circuit Grievance Committee "E"

## In the News

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Law360 Quotes Geoffrey Lottenberg in, "Ford Bronco TM Suit Looks Under Hood Of Vintage Market"  
March 14, 2025

Nasdaq's TradeTalks Features Geoffrey Lottenberg in, "Assessing Data Privacy and Cybersecurity Risk"  
October 7, 2024

InformationWeek Quotes Geoffrey Lottenberg in, "Is Synthetic Data the Future of AI Model Training?"  
September 27, 2024

Wall Street Journal Quotes Geoffrey Lottenberg in, "Mickey Mouse Smoking: How AI Image Tools Are Generating New Content-Moderation Problems"  
September 5, 2024

Information Week Quotes Geoffrey Lottenberg in, "Sensitive Data of Millions Stolen in MSpy Breach"  
July 15, 2024

The New York Times Quotes Geoffrey Lottenberg in, "How Tech Giants Cut Corners to Harvest Data for AI"  
April 6, 2024

Law360 Cites Geoffrey Lottenberg in, "Penn State Suit Sets Off Debate Over Trademarks' Function"  
March 7, 2024

Bloomberg Law Quotes Michael Levinson and Geoffrey Lottenberg in, "AI Lawsuits Against Insurers Signal Wave of Health Litigation"  
February 1, 2024

Law360 Quotes Geoffrey Lottenberg in, "Fed. Circ. Ruling Sheds Light On 'Overlooked' TM Declarations"  
October 23, 2023

The Psych Effect Podcast, "You Would Get NIL Money," Featuring Geoffrey Lottenberg  
July 13, 2023

Berger Singerman Represents Point Blank Enterprises in its acquisition of Safe, Inc., Offering Pilot Seating Safety Solutions and Components  
June 1, 2023

Berger Singerman Recognized by Chambers USA for Twentieth Consecutive Year  
June 1, 2023

South Florida's Young Successes  
July 29, 2022

EmotionTrac invites Geoff Lottenberg as a guest for its podcast, "Latte With a Lawyer"  
July 11, 2022

Berger Singerman's Geoffrey Lottenberg Named 2022 South Florida Business Journal 40 Under 40 Award Honoree  
July 5, 2022

Twenty-three Berger Singerman Attorneys Recognized in 2022 Edition of Florida Super Lawyers  
June 27, 2022

Berger Singerman Recognized by Chambers USA for Nineteenth Consecutive Year  
June 1, 2022

Daily Business Review Quotes Geoff Lottenberg in, "Jenner & Block Attorneys Beat \$100M Federal Trademark Lawsuit Against ViacomCBS Over Its 'MTV Floribama Shore'"  
September 24, 2021

Risk & Insurance Quotes Geoffrey Lottenberg in, "You've Been Hacked: Now What? A Day-by-Day Guide to Cyber Attack Response Best Practices"  
August 30, 2021

Nineteen Berger Singerman Attorneys Recognized in 2021 Edition of Florida Super Lawyers  
June 24, 2021

Daily Business Review features Geoff Lottenberg in, "Q&A: What Should We Expect From the Copyright Claims Board?"  
January 21, 2021

Law.com features Geoff Lottenberg, "A Different Kind of Cost Shifting in Google v. Oracle + Sizing Up the CASE Act + Nothing Runs (the Table) Like a Deere"  
January 15, 2021

Daily Business Review Features Geoff Lottenberg and Alejandro Miyar in, "Miami Craft Beer Brewer Sics Its Lawyers on Heineken in Battle Over Trademark"  
October 12, 2020

MedPage Today Quotes Geoffrey Lottenberg in, "Data Security: Telehealth's Achilles Heel?"  
September 3, 2020

Forbes Quotes Geoffrey Lottenberg in "Florida Bar Exam Catastrophe: Part 2 - And Some Help From The Florida Supreme Court"

August 19, 2020

Twenty-Seven Berger Singerman Attorneys Recognized in 2020 Edition of Florida Super Lawyers  
June 8, 2020

Hospitality Technology Quotes Geoffrey Lottenberg in, "WFH Now: What Leaders Need to Know"  
April 15, 2020

Hospitality Technology Quotes Geoffrey Lottenberg in "COVID-19 Is Making Businesses More Vulnerable Than Ever to Phishing, Smishing and Vishing"  
April 8, 2020

CBS News Quotes Geoffrey Lottenberg in "Clemson Lost The Football Game, But Won The Financial Gains"  
January 13, 2020

Twenty-Eight Berger Singerman Attorneys Recognized in 2019 Edition of Florida Super Lawyers  
May 29, 2019

Berger Singerman Grows Intellectual Property Practice with Addition of Geoffrey Lottenberg  
March 3, 2019

Sun Sentinel quotes Geoffrey Lottenberg in, "Stoneman Douglas knockoff gear illegal and hurts schools, lawsuit says"  
March 3, 2019

## **Publications**

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Daily Business Review, "Fla.'s High School Athlete NIL Approval and Its Legal and Economic Implications"  
June 10, 2024

Daily Business Review, "Middle Market Mindset: New Considerations for IP Audits in 2023"  
January 31, 2023

Big Awards Underscore Importance of Bolstering Your Company's Trade Secrets Protocols  
July 25, 2022

Law360 'It's Time To Modernize Amateurism In College Sports'  
April 9, 2021

Daily Business Review "Proposed Data Privacy Legislation Heightens Scrutiny on Fla. Businesses"  
March 22, 2021

IP Watchdog "Unexpectedly Active IP Legal Market Bucks Recession Trends and Boosts Outlook"  
October 22, 2020

Law360, "COVID-19 Telehealth Boom Demands Better Privacy Practices"  
July 1, 2020

Law360, "Imminent College Athlete Licensing Puts Cos. On Notice"  
January 2, 2020

IP Watchdog, "Five Practical Settlement Strategies to Get Your Client Out of Dodge "  
August 5, 2019

Law360, "High Court Places Heavy Burden On Bankrupt TM Licensors"  
May 29, 2019

SCOTUS Finally Clarifies Rights of Licensees of Bankrupt Brands  
May 19, 2019

IP Watchdog, "Visual Search Engines: A New Side Door for Competitors or a Better Infringement Detection Tool?"

April 4, 2019

## Events & Speaking Engagements

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Geoffrey Lottenberg, Panelist, "AI in the Intellectual Property Law Profession: Best Practices and Emerging Trends" at the 15th Annual Intellectual Property Symposium

April 11, 2025

Geoffrey Lottenberg, Panelist, "Patent Panel" at the 13th Annual Intellectual Property Symposium

March 30, 2023

Geoffrey Lottenberg, Panelist, "Photography, Fair Use and Copyright Trolls," for the Dade County Bar Association

June 10, 2019

## Doing Business in Florida Blog

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Intellectual Property and Generative AI

March 6, 2023

NIL Legislative Updates

April 1, 2021

Can You Share the Photos Your Employees Took at Your Annual Picnic?

September 26, 2019

Changes at the USPTO for Individual Applicants and Foreign Businesses

September 9, 2019

Eleventh Circuit Affirms Landlord Liability for Infringing Acts of Its Tenants

August 20, 2019

First Amendment Reigns in SCOTUS Trademark Case

June 24, 2019

SCOTUS Finally Clarifies Rights of Licensees of Bankrupt Brands

May 19, 2019

Supreme Court Rules Registration, Not Just Application, Required to Sue for Copyright Infringement

March 4, 2019

## Prior Affiliations

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- Malin, Haley, DiMaggio, & Bowen, P.A.
- Friedland Vining, P.A.
- Lott & Friedland, P.A.