Patent, Intellectual Property & IT



CHAIR
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Intellectual property is often a firm's most valuable asset. Brach Eichler has successfully prepared, licensed, and litigated patents, trademarks, copyrights, and trade secrets on behalf of many diverse clients. Brach Eichler specializes in Internet, medical device, and business-related patents. Brach Eichler's Patent, Intellectual Property and Information Technology Practice integrates engineering insight with a deep understanding of business and tax law to yield a comprehensive range of intellectual property and technology legal services.

Our attorneys handle patent preparation, prosecution, and portfolio management for Fortune 500 clients as well as start-up technology companies and individual inventors. We are experienced in drafting and prosecuting U.S. and foreign patents covering inventions in a variety of technologies including computer and software, electrical, mechanical, artificial intelligence, medical device, global positioning systems, consumer electronics, digital signal processing, financial technology, business methods, and telecom.

Additionally, Patent, Intellectual Property and Information Technology Chair Jonathan Bick is a law professor and recognized authority on Internet law and a prolific lecturer and author on the subject. Complete text of more than 200 journal and law review articles published by Mr. Bick may be found at www.bicklaw.com.

Our services include:

- All aspects of legal practice before the United States Patent and Trademark Office and the United States Copyright Office
- Providing assistance with patent, trademark and copyright registration, prosecution, licensing and litigation
- Providing Internet services, including e-commerce, privacy protection, reputation recovery, and issues related to domain names, spam, cyber crime white collar defense, and identity theft.

In the event of litigation, our attorneys formulate and execute legal strategies that are specific to the venue and designed to help our clients reach their goals within their individual timeline and budget constraints.

Awards

NJBIZ®

NJBIZ® Best Places to Work list*
2024, 2025

NJBIZ®

NJBIZ® Top 40 Law Firms list*
2024, 2025

BEST LAWYERS®

Recognized by Best Lawyers list*
2003-2025

ALM®

New Jersey Legal Awards Law Firm of the Year list*
2022

*No aspect of this advertisement has been approved by the Supreme Court of New Jersey. Click here for the Awards and Honors Methodology.

Representative Experience

*Results may vary depending on your particular facts and legal circumstances.

- Prosecute and defend patent, trademark, copyright and trade secret litigation matters in U.S. federal district and state courts involving all phases of litigation including application for emergency injunctive relief, trials, and appeals
- Prepare and file patent, trademark, copyright, and trade secret documents
- Represent domestic and foreign entities by formulating and executing licensing, commercial, promotional, and advertising transactions, particularly those that are Internet-related
- Advise corporations with respect to IT, IP, OEM, VAR, SPAM, software, Internet and dealer agreements
- Counsel U.S. and Foreign corporations with respect to ameliorating Internet-related liability associated with e-commerce, copyright infringement, domain name trademark disputes, defamation, and privacy issues
- Worked with a European entity to move their traditional brick and mortar service to a hybrid Internet service, including amending employee user, vendor, and customer agreements and standard operating procedures
- Prepared more than 100 prosecutions and office actions a year for the last several years in the medical devices area

Our Patent, Intellectual Property & IT Team

Members

- Carl J. Soranno

Counsel

- Jonathan D. Bick
- Robert A. Kosicki

Insights

B|E in the News - *October 24, 2025*
Brach Eichler Named Law Firm of the Year Finalist – NJ Law Journal

B|E in the News - *October 6, 2025*
Internet Experience Ameliorates Artificial Intelligence Ethical Risk

B|E in the News - *October 6, 2025*
Internet Experience Ameliorates Artificial Intelligence Ethical Risk

B|E in the News - *July 31, 2025*
Internet Accessibility Legal Guidelines are a Trap for the Unwary

Awards - *July 10, 2025*
Brach Eichler Named to NJBIZ's 2025 Best Places to Work List

B|E in the News - *May 29, 2025*
Internet AI Advertising Legal Difficulties

B|E in the News - *April 23, 2025*
Addressing Artificial Intelligence Agent Legal Difficulties

B|E in the News - *April 18, 2025*
Software Law as a Guide to Artificial Intelligence Law

B|E in the News - *December 4, 2024*
AI Poisoning: A Self Help Cybersecurity Option

B|E in the News - *November 11, 2024*
Using In Rem Jurisdiction to Ameliorate Artificial Intelligence Difficulties