

# Luke F. McLeroy

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## SUMMARY

Intellectual property attorney with nineteen years of experience: (1) negotiating patent license agreements; (2) managing global litigation campaigns and trying intellectual property lawsuits; (3) analyzing and valuing patent portfolios in technology areas such as wireless connectivity, codecs, data networks, and security; and (4) advocating policy positions to legislative bodies, competition agencies, standard-setting organizations, and other forums.

## EXPERIENCE

### **Avanci, LLC**

Dallas, Texas

*Senior Vice President*, January 2019 – present

*Vice President – Business Development*, June 2016 – January 2019

Negotiated and drafted joint licensing agreements for patent pool licensing operator licensing cellular standard essential patents to the automotive industry and other Internet of Things products. Recruited more than fifty standard-essential patent owners to participate in platform, including almost all major telecommunications companies. Signed license agreements covering more than fifty automotive brands, including Audi, BMW, Ford, GM, and Porsche.

### **Ericsson Inc.**

Plano, Texas

*Licensing Director – North America*, Aug. 2014 – June 2016

*Senior Counsel – Intellectual Property & Licensing*, Feb. 2012 – Aug. 2014

*Legal Counsel – Litigation*, Feb. 2008 – Feb. 2009

Work focused on growing business. Negotiated and concluded patent license agreements with Apple, Samsung, HP, and Microsoft, among others. Planned, managed, and budgeted for international litigation projects, including lawsuits in United States, European, Asian, and Latin American venues against Apple and Samsung and others. Advocated policy positions to both regulatory and legislative bodies. Represented Ericsson within standard-setting organizations and industry associations regarding intellectual property issues, including ETSI, ITU, IEEE, and GSMA. Analyzed and valued patents for licensing, acquisitions, and divestitures. Frequently testified in legal proceedings.

### **McKool Smith P.C.**

