

Dana M. Herberholz

Intellectual Property Litigation
Patent Litigation
Complex Business Litigation
Trials & Appeals

Intellectual Property



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Dana Herberholz is a registered patent attorney whose practice emphasizes intellectual property matters and litigation, with particular emphasis on patent litigation. Mr. Herberholz has participated in the representation of national and international companies in patent cases across the United States. His experience includes litigation concerning diverse technologies including, flat panel displays, digital projectors, wireless communication technology, and electronic vehicle braking systems.

Professional Highlights:

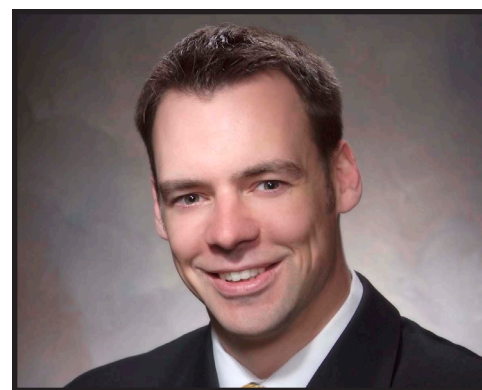
- Chairperson, Intellectual Property Law Section, Idaho State Bar (2010-11)
- Vice-Chair, Intellectual Property Law Section, Idaho State Bar (2009-10)
- Member, Idaho State Bar, Litigation Section
- Member, Idaho State Bar, Young Lawyers Section

Professional Recognition:

- Listed in *Mountain States Super Lawyers* (Idaho, Utah, Nevada, Wyoming and Montana) as a “Rising Star” in the practice of Intellectual Property Litigation (2009-11)

Education:

Gonzaga University School of Law,
(Juris Doctor, *with honors*, 2006)
First recipient of Washington State Bar Intellectual Property Law Scholarship, 2005
Saul Lefkowitz Trademark and Unfair Competition National Moot Court Competition, 2005 – Awarded best brief and second place overall for western region



DHerberholz@parsonsbehle.com

Parsons Behle & Latimer
960 Broadway Ave., Ste., 250
Boise, Idaho 83706
1.208.562.4900

University of Washington, (B.S.,
Cellular and Molecular Biology, 2002)
(B.A., Law, Societies & Justice, 2002)

Recent Publications:

- “Big Penalties Aren’t Just for Health Care Providers Anymore,” *Idaho Statesman Business Insider*, p.30 (Feb. 2012)
- “Inventors, Take Note: Race to the Patent Office Starts Soon,” *Idaho Statesman Business Insider*, p. 8 (Sept. 2011)

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- “America Invents Act: How Landmark Patent Reform Legislation Will Impact Idaho Inventors and Companies,” *The Advocate*, p. 28 (June/July 2011)
- “Curing Confusion: An Overview of the Regulatory Complexities of Obtaining Pharmaceutical Trademarks and a Prescription for Reform,” *Minnesota Journal of Law, Science & Technology*, Vol. 8, No. 1, pp. 97-126 (Winter 2007) (2008)

Recent Presentations:

- “Intellectual Property: Patents, Trademarks, and Copyrights” (co-presenter), Boise State University, Boise, Idaho (Mar. 2012)
- “Non-Practicing Entities in Patent Litigation: Latest Developments,” National Webinar (January 2012)
- “Changing Technology and the Attorney-Client Privilege,” National Business Institute, Boise, Idaho (December 2011)
- Mentor and Instructor – University of Idaho College of Law Professionalism Workshop (August 2011)
- “Patent Damages – Recent Trends and Practice Pointers Concerning the Recovery of a Reasonable Royalty,” Intellectual Property Law Section, Idaho State Bar, Boise, Idaho (July 2010)
- “Ten Things Every Lawyer Should Know About Patents,” Gonzaga University School of Law, Spokane, Washington (Feb. 2009)

Admissions:

Idaho State Bar
U.S. District Court, District of Idaho
U.S. District Court, Eastern District of Texas
U.S. Patent & Trademark Office
U.S. Court of Appeals for the Federal Circuit