

Jack Cook

PARTNER
Executive Committee

Milwaukee
t. (414) 277-5405
jack.cook@quarles.com



About Jack

Protect IP, commercialize it, drive revenue

Jack Cook develops sophisticated intellectual property strategies - including portfolio development, licensing and litigation - that drive revenue for large national and international businesses, research institutions and industry-leading startup companies. With a deep understanding of how to leverage the strengths and weaknesses of intellectual property to further business objectives, he:

- **Develops and manages large patent portfolios.**
- **Formulates and implements IP enforcement strategies**, including patent licensing and litigation.
- **Assesses and implements defenses to allegations of IP infringement**, including negotiations, litigation and administrative proceedings, such as *inter partes* reviews (IPR) and covered-business method (CBM) reviews.
- **Counsels clients on strategies for aligning their patent portfolios with business goals**, carefully calibrating strategies to the business trajectory of each client.

An important aspect of the business-focused IP strategies that Jack develops with clients is licensing transactions - both in-licensing and out-licensing - together with enforcement and litigation defense.

Experience in Action

- **Developing complex IP portfolios for academic research institutions and other clients in a variety of industries**, including consumer electronics and telecommunications, and advising clients regarding standards-setting bodies in those industries.

Education and Honors

Marquette University Law School (J.D., 2004)

Michigan Technological University (B.S.E.E., *cum laude*, 2001)

- Major: Electrical Engineering

Bar Admissions

Wisconsin

Court Admissions

U.S. Patent and Trademark Office, 2004

U.S. District Court, Eastern District of Wisconsin, 2005

U.S. District Court, Western District of Wisconsin, 2005





- **Counseling clients with IP strategies and portfolio development for complex technologies**, such as consumer electronics and magnetic resonance imaging (MRI), among other medical imaging modalities and medical devices.
- **Advising clients related to the medical device and high-tech industries with large transactions driven by or involving IP assets**, bringing his experience working extensively in these industries to counsel clients regarding licensing, joint ventures, acquisitions and divestitures, and litigation.

Recent Success

- Worked with world-renowned research institution to build large portfolios of IP assets for licensing to a new company, to structure investment and entity formation agreements and to negotiate and close revenue-generating business and commercialization transactions.
- Advised investment corporations on intellectual property diligence over various rounds of investments across multiple industries.
- Advised higher education organization to both develop intellectual property aligned to an industry-specific strategy that yielded immediate commercial licenses and the creation of new companies to fill openings in the current commercial landscape.
- Conducted IP due diligence for institutional investors, where investment was driven by IP.
- Negotiated settlements, some including licenses, to avoid or end patent litigation in a variety of industries, from medical devices to consumer products to high tech.

Capabilities

Research Institutions & Higher Education

Technology Transfer

Intellectual Property Litigation

Business Law

Intellectual Property

Patent

Patent - University Research and Technology Transfer

Professional Recognitions

- *Chambers USA*[®], Intellectual Property (2022)
- *IAM Patent 1000*, Wisconsin (2022)
- Named a "2012 Up and Coming Lawyer" by the Wisconsin Law Journal
- Selected for inclusion in the Wisconsin Super Lawyers[®]-Rising Stars Edition, Intellectual Property (2009, 2013 - present)

Professional & Civic Activities

- State Bar of Wisconsin (Member)





-
- American Intellectual Property Law Association (Member)
 - Down Syndrome Association of Wisconsin (Past Board Member, Volunteer)

