

Bryan L. Baysinger*

MEMBER

t. 864.282.1117

bbaysinger@nexsenpruet.com



Suite 900
104 South Main Street
Greenville, South Carolina 29601

Practices

Intellectual Property Law
Privacy & Data Security
Litigation
Corporate Law
Start-ups

Industries

Technology
Manufacturing
Data & Intellectual Assets
Emerging Technology

Education

Florida State University, J.D.
Georgia Institute of Technology, M.S.
University of Florida, B.S.

Admissions

→ North Carolina
→ Georgia
→ Florida

Bryan Baysinger helps business leaders protect and grow strong organizations. As a seasoned intellectual property and corporate technology counselor, Bryan assists with a wide variety of commercial issues.

Bryan routinely counsels advertising and marketing business units on usage and clearance and assists in protecting brand assets through trademarks and copyrights. He has years of experience monitoring portfolios and asserting brand rights so that businesses can focus on reaching clients.

In the patent sphere Bryan assists in capturing organizational knowledge and protecting assets as they develop into cutting edge products, technologies, and innovations. He has worked alongside top clients and innovators to develop unique income driven patent portfolios and has extensive technical experience in the areas of computer hardware and software including machine learning and artificial intelligence. He has also worked to develop IP portfolios that organizations can use to raise funds, generate revenue, and defend from copy cat products and services.

In the compliance sector, Bryan is versed in training and equipping companies with a privacy by design approach. As a certified information privacy professional and software engineer, he utilizes technical understanding to work with executive members in designing robust privacy compliance programs to hedge risk and allow for the broadest business

- United States Patent & Trademark Office
- The Federal Circuit
- E.D. of Texas
- N.D. of Georgia
- W.D. of Wisconsin
- N.D. of Florida
- S.D. of Florida
- M.D. of Florida

**Bryan is not currently licensed to practice in South Carolina*

goals. Bryan has personally managed data breach responses and has worked to reduce exposure and risks through effective contracting.

Further corporate technology experience includes corporate legal strategy, sales contracts, cloud contracts (SAAS), technology transactions, procurement contracts, deal negotiations, innovation strategy, licensing, trade secrets, domain name disputes, and financial regulatory compliance.

Experience

Federal Court Representation

- Represented a national telecommunications company in defending against patent infringement claims related to advanced mobile networking technologies. As lead associate Bryan's responsibilities included pleadings, responsive motions, and an early drafting of a judgment on the pleadings. Bryan served an integral role within the joint defense team, defending against a coordinated non practicing entity. The matter was successfully resolved through prudent negotiation prior to escalating costs in a claim construction hearing.
- Represented a middleware software company in exercising its patent portfolio against infringers of its building materials customization software. A long-time dominant player in the building materials customization space, Bryan's client faced increased competition and new market entrants that sought to take advantage of their patented technologies.

Patent Trial and Appeal Board

- Defended a software company before the PTAB on an IPR petition. As lead counsel on the case Bryan drafted the preliminary response to the IPR petition. Prior to institution Bryan was capable of negotiating a settlement agreement saving the client large sums and a potential resulting IPR administrative hearing.

Trademark Trial and Appeal Board

- Represented a foreign company in an opposition proceeding. As lead counsel Bryan negotiated terms acceptable to the client and worked an agreement with opposing counsel to amend the description of the goods and services that both saved the client money and registered the mark.

→ Represented a start up in the smart apparel industry in an opposition proceeding. As lead counsel Bryan drafted the answer, conducted preliminary case matters, propounded discovery, worked towards a consent agreement.

Recognitions

→ *Greenville Business Magazine*, Legal Elite of the Upstate, 2022

→ IAPP Certified Information Privacy Professional (CIPP/US)

→ USPTO, Patent Pro Bono Attorney (2019,2020)

Trade Secrets: A Rising Battleground, Speaker, April 25, 2018, Agenda

News

08.17.2021 | News from Nexsen Pruet

39 Nexsen Pruet Attorneys Listed in 2021 Legal Elite of South Carolina

06.01.2021 | News from Nexsen Pruet

Bryan Baysinger Awarded 2020 Patent Pro Bono Achievement Certificate

11.02.2020 | News from Nexsen Pruet

Nexsen Pruet Expands Intellectual Property Team

Insights

10.06.2021 | Publication

The America Invents Act, Ten Years After Enactment - Part 1: "First Inventor to File"

09.10.2021 | Article

America Invents Act, Ten Years After Enactment

08.24.2021 | Article

Farm Credit: Utilizing a Privacy Statement to Build Borrower Trust

04.28.2021 | Article

The Rush to Remote Work Has Caused Some Organizations to Ponder - Just How Safe is Their Data?

03.29.2021

VIDEO: Compliance Under The Trademark Modernization Act

01.05.2021 | Article

Trademark Modernization Act of 2020 – Use It or Lose It