



DOUG LINEBERRY
 Principal, NOMA Tower

PRACTICE AREAS

- Intellectual Property

PROFESSIONAL AFFILIATIONS

- Trademark & Copyright Law Association
- The Carolina Patent Trademark Copyright Law Association
- American Bar Association
- South Carolina Bar
- Greenville Bar Association
- Charlotte, North Carolina SBTDC Board (2022 - Present)
- South Carolina SBDC State Board (2020 - Present)
- Leadership South Carolina - Class of 2021
- Boy Scouts of America - Blue Ridge Council (2008 - Present)
- Leadership Charleston Class of 2006
- Steering Committee 2007
- Charleston Business Journal Forty Under 40, 2007
- Executive Planning Committee, Southeastern Chamber of Commerce Entrepreneur Week, Chair (2016)

PRACTICE FOCUS

Whether he is assisting clients with the protection of intellectual property through patent, trademark, and copyright prosecution, or intellectual property litigation, Doug Lineberry focuses on building relationships founded on trust and constant communication. Doug successfully prosecutes patent applications for mechanical, medical, and chemical technologies. He helps clients with establishing and protecting trademark portfolios, guarding against improper third-party use, and conducting enforcement actions. He advises his clients on all matters involving intellectual property, trade secrets, branding and marketing issues, and contractual and other business matters. Doug also works with mid-level companies within the biotech industry. This gives him the opportunity to use his broad connections to help bring their inventions to market safely while protecting their intellectual property every step of the way. For Doug, ideas are everything. Bringing together his love of science and a desire to help people achieve something greater, Doug always knew he would be a lawyer. He is enthusiastic and inquisitive, and he thrives on the aggressive pursuit of truth that enables him to present the best options to his clients. Doug enjoys diving into the technical aspects of a case, working tirelessly through every facet. He brings his findings to a larger group to ensure that his clients benefit from the collective strengths of his team. When he is not working, Doug takes time to be involved in his children's activities and is a self-proclaimed sci-fi movie buff.

SPEAKING ENGAGEMENTS

- SC Small Business Development Centers, "Intellectual Property: 10 Common Mistakes That Make You Cry", November 2022
- USC Columbia Technology Incubator Workshop Series, "Advanced Intellectual Property Concepts", November 2022
- SC Small Business and Technology Development Center, "Intellectual Property Do's and Don'ts", October 2022
- Class E Podcast: This is Copyrighted - What You Need to Know About Intellectual Property, April 2022
- Coffee & Counsel hosted by Hilton Head Area Chamber of Commerce, July 2021

PUBLICATIONS

- Conundrum on Coaxing Cavinder Twins Highlights Emerging NIL Uncertainty Article, 03.02.2023
- Recent Copyright Issues in the News Begs the Question, "What Qualifies as Copyright Infringement?" 06.16.2020
- "The Little Black Book of Trademark Prosecution," *South Carolina Lawyers Weekly*, 27.2020
- Protecting the Next Big App, 06.06.2016
- Just When Your Handbook Thought it Was Safe to Go Back In the Water: The Impact of the Defend Trade Secrets Act on Employers, 05.12.2016

REPRESENTATIVE MATTERS

- Handled all phases of patent prosecution for a large patent portfolio belonging to a chemical engineering concern.
- Drafted and prosecuted complex biomedical device and polymer patent applications for Southeastern companies, including South Carolina.
- Improved patent allowance rate and reduced expenses for an existing patent portfolio within three months of receiving through patent prosecution techniques.
- Assisted South Carolina educational institutions with prosecuting, maintaining and protecting their trademark and patent portfolios.
- Assisted corporate clients with licensing and divesting technologies outside their existing commercial concerns.

RECOGNITIONS

- Listed in *The Best Lawyers in America*®, Litigation - Intellectual Property since 2020
- *Greenville Business Magazine*, Legal Elite of the Upstate (2018, 2020); Intellectual Property and Innovation (2021, 2023)
- *Managing Intellectual Property Magazine*, "IP Star" (2015-2016)

EDUCATION

- Mercer University School of Law, J.D.
- Emory & Henry College, B.S. Biology, B.A.

ADMISSIONS

- U.S. Patent and Trademark Office
- South Carolina Supreme Court

