

**Alexander J. Bruening**

Attorney
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Alex enjoys a diversified practice in intellectual property law while concentrating on the enforcement of patent and trademark rights. Alex's enforcement experiences are wide ranging and in many forums, including inter partes review and trademark opposition proceedings before the United States Patent and Trademark Office, and patent and trademark litigation, including Markman proceedings, before various United States District Courts. When not enforcing IP rights, Alex counsels clients with tailored patent and trademark prosecution strategies.

His academic and previous work experiences, including a stint at a start-up, give him valuable insight while assisting clients—big and small—in achieving their business goals through creative, yet cost-effective, intellectual property solutions. The clients Alex advises come from a variety of industries and cover many complex technologies, including, medical-grade water treat systems, logic-based grain marketing software, and office furniture synonymous with modern industrial design.

Alex is the co-chair of Banner Witcoff's Summer Program Committee and is a member of Banner Witcoff's Recruiting Committee, segueing nicely from Alex's time serving as an Ambassador and as the Student Representative of the Faculty Recruitment Committee while in law school.

Alex earned his B.S. degree in Mechanical Engineering, with honors, from the University of Nebraska, where he was a Regents Scholar and also studied Energy Sciences. He earned his J.D. degree from the University of Alabama School of Law, where he was a Dean's Scholar and dedicated himself to intellectual property studies. He participated in the Saul Lefkowitz Trademark Moot Court Competition and was an active member and treasurer of the Intellectual Property Law Society.

A Nebraska native, Alex has an interest in agriculture and its intersection with intellectual property law. Alex frequently attends conferences and shows in the AgTech space, and has authored the following articles:

- "Agriculture Patent Reform Can Look to Pharma Approaches" for *Law360*
- "USDA and USPTO Announce New Partnership to Beef up IP Processes" for *Reuters Legal News*

Education

University of Nebraska
2016, B.S., Mechanical Engineering, *with Honors*, Minor in Energy Sciences

University of Alabama School of Law
2020, J.D.

Admissions

Bar Admissions

2020, Illinois

Court Admissions

U.S. District Court for the Northern District of Illinois
U.S. District Court for the Western District of Michigan
U.S. District Court for the Western District of Texas
U.S. Patent and Trademark Office

Practices

Counseling, Opinions + Licensing
Design Patents
Litigation
Trade Dress
Trademarks

Industries

Mechanical Engineering

Recent News + Events + Related Publications

NEWS - 01.27.25

Banner Witcoff Elects New President, Board Members, and Shareholders

NEWS - 05.25.23

USDA and USPTO Announce New Partnership to Beef Up IP Process

LIBRARY - 05.25.23

USDA and USPTO Announce New Partnership to Beef Up IP Process