



## Ross Dannenberg Discusses His Practice, Marketing and More for Podcast Episode

Banner Witcoff attorney Ross Dannenberg was recently interviewed for an episode of a podcast hosted by Kevin Daisey at Array Digital.

During the podcast, Ross discussed his practice at Banner Witcoff, where he worked for 20 years, as well as his marketing strategies, thoughts on intellectual property, and [Patent Arcade](#), the blog he created to cover the intersection of IP law and video games.

Ross' [practice](#) encompasses all facets of intellectual property relating to computer software. In addition to patent prosecution, Ross has extensive experience with contentious copyright and trademark matters, including litigation, counseling and licensing, and a niche in video game IP law.

While discussing the importance of IP protection, Ross offered this guidance: "Treat your IP how you want other people to treat your company ... If you treat your IP with respect and take steps to protect it, then other companies are going to take you seriously."

Click [here](#) to listen or watch the episode featuring Ross' interview.

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