



Brian Gregg

Member • Co-chair, Intellectual Property

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Services and sector groups

- Intellectual Property
- Trademark
- Copyright
- Professional Licensing and Ethics Defense
- Privacy and Data Security
- Technology, Data, and AI

Brian advises businesses on trademark and copyright protection, software and technology services contracts, franchising, food labeling law, internet law, artificial intelligence, and other issues related to the protection and licensing of intellectual property.

He helps clients protect and develop their brands through trademark protection, service contracts, franchising agreements, and domain name disputes and acquisitions. His trademark practice includes negotiated coexistence and licensing agreements, cancellation and opposition proceedings before the Trademark Trial and Appeal Board of the U.S. Patent and Trademark Office, and trademark and copyright litigation in federal court. He also advises clients on social media law issues affecting brand use and enforcement.

Brian has negotiated numerous resolutions of copyright disputes involving aggressive plaintiffs' firms, sometimes referred to as copyright trolls. He also advises technology vendors and users on software and technology agreements, including SaaS and PaaS arrangements, data privacy and security, artificial intelligence, and related service contracts.

He regularly works with craft breweries, wineries, and craft distilleries on trademark protection and brand development. Brian also advises human food and pet food clients on product labeling and advertising.

Brian serves as co-chair of the firm's Intellectual Property practice.

Education

- Widener University School of Law, J.D., *cum laude*
- The Pennsylvania State University, B.S., civil engineering

Admissions

- Pennsylvania

Recognition

- Central Penn Business Journal, Forty Under 40, 2015
- Pennsylvania Rising Stars®, 2014, 2015, 2016, 2018
- Select Lawyers, 2016
- Legal Intelligencer Unsung Hero Award – 2012

Professional and community involvement

- Pennsylvania Bar Association
- Dauphin County Bar Association
- Leadership Cumberland, Fellow, Class of 2016