

Erick Robinson

Partner and Head of Patent Practice
Simone IP Services Asia Ltd. (SIPS)
Mobile (USA): +1 713 498 6047
WeChat: erickrobinson
Email: ErickRobinson@SIPS.asia



Mr. Robinson is an expert in Chinese patent law, patent licensing and litigation, and business strategy. He is currently a Partner and Head of the patent practice at Simone Intellectual Property Services Asia Ltd. (SIPS), where he leads patent litigation, licensing, prosecution, and strategic IP efforts for Chinese and Western entities ranging from SMEs to Fortune 100 companies.

Mr. Robinson is an experienced U.S. patent attorney and trial lawyer with a technical background in computer science and physics, as well as biotechnology, pharmaceuticals, and oil & gas. He is a trusted authority on patent and antitrust law in China, and has been selected as one of the Leading 300 IP Strategists Worldwide by IAM for the past four years. The author of **ChinaPatentBlog.com** as well as numerous articles on Chinese patent litigation, Mr. Robinson is frequently quoted in the Wall Street Journal, Financial Times, Intellectual Asset Management, Intellectual Property Magazine, the Global Times, and other publications on Chinese IP and antitrust issues.

Before joining SIPS, Mr. Robinson was Director of Licensing and Litigation for a top Chinese law firm. He previously served as Director of Patents for Qualcomm in Asia, where he managed a broad range of IP issues ranging from patent drafting, prosecution, licensing, and litigation, to regulatory, policy, and antitrust matters. He also managed open source issues for Qualcomm Atheros, and created, implemented, and enforced open source protocols. Before Qualcomm, Erick managed patent and open source matters for Red Hat.

Mr. Robinson began his legal career at a Wall Street law firm negotiating and drafting technology agreements, and then moved to Texas, where he managed and tried patent cases for top U.S. law firms Weil Gotshal and McKool Smith. During his time in Texas, he managed bet-the-business patent cases on both the plaintiff and defendant side for Fortune 100 companies to sole inventors.

As a U.S. patent attorney and experienced American trial lawyer, Erick helps companies in North America, Australia, and Europe protect their technologies in the sometimes-confusing Chinese market. He also works with Chinese companies to maximize the value of their IP. As a litigator, prosecutor, businessperson, and former in-house counsel, Erick provides unique insight and strategy for companies to achieve success in China.

- ❑ BA Physics/Computer Science, Pomona College
- ❑ JD, University of Texas
- ❑ MBA, Indiana University (2019)
- ❑ IAM Strategy 300, The World's Leading IP Strategists 2015-18
- ❑ USPTO, Registered Patent Attorney
- ❑ Thomson Reuters Super Lawyers "Rising Star" for 2007-2011