




Tracy Hitt

Principal

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Overview

About Tracy

Tracy Hitt is a principal in the Atlanta office of Fish & Richardson P.C. His practice emphasizes patent portfolio counseling and management, preparation and prosecution of patent applications, patent infringement analysis, patent validity analysis, and post-grant patent challenges.

Mr. Hitt has prosecuted software patents applications throughout his entire legal career, with many of these applications being directed to technologies that utilized machine learning as well as dynamic data acquisition, management, and processing. Tracy has a tremendous amount of experience in prosecuting various e-commerce based predictive marketing technologies, as well as evaluating the validity of patents in this area in view of the prior art. This experience has provided Tracy with the ability to draft patent applications that will not only be allowed by the patent office, but will also provide valuable protection of clients' technologies.

Focus Areas

Services

- Patent
- Post-Grant
- Patent Prosecution

Industries

- Electrical and Computer Technology

Education

J.D. *cum laude*, University of Georgia School of Law (2007) Managing Editor, Editorial Board, *Journal of Intellectual Property*

M.B.A., Georgia State University (2004)

B.S. *with honors*, Electrical Engineering, Georgia Institute of Technology (1998)

Insights

Speaking Engagements

- “KnowledgeBridge: Developments in International Patent Prosecution,” *Consero Global IP Management Forum* (June 16, 2022)
- “Best Practices in Global Patent Prosecution,” *Consero IP Management Forum* (October 21, 2021)

Recognition

- Recognized in “The World’s Leading Patent Practitioners” by *IAM Patent 1000* (2020-2021)
- Named a recipient of the Pro Bono Achievement Certificate by the United States Patent and Trademark Office (2020)