



William (Bill) E. Hunter

Principal
San Diego
858-678-4707
hunter@fr.com

Overview

Representing clients ranging from startup companies to global brands and academia, William (“Bill”) Hunter focuses his practice on patent prosecution and counseling, patent opinions, product clearance, due diligence investigations, and post-grant proceedings. He also provides strategic advice to clients in other areas of intellectual property law, including trademark, copyright, and trade secret law.

Bill is strategic and analytical. Well-versed in the field of computer sciences, electrical engineering, and related technologies, he maintains a global practice focused on patent protection, enforcement, and commercialization.

Named a 2020 Leader in Law by the *San Diego Business Journal*, Bill has decades of experience advising individuals, universities and research institutions, startups, technology and manufacturing companies, and others on developing and managing U.S. and international patent portfolios across wide-ranging technologies. He also provides strategic advice and direction to clients in other IP law matters, including trademark, copyright, and trade secrets. Bill advises clients at the intersection of IP, law, and business. He is experienced in drafting and prosecuting patents at the leading edge of technological innovation, including:

- Computer-aided design and manufacturing (CAD and CAM) software
- 3D printing
- Blockchain (distributed ledgers)
- Artificial intelligence (machine learning)
- Computer networking, digital systems, and internet-related technologies
- Content delivery, encryption, and video on demand (VOD) systems
- Image processing and manipulation, including for reading of barcodes, QR codes, etc.
- Data search, management, and visualization
- Wireless communication and mobile devices and systems, including Wi-Fi and Bluetooth technologies
- Radio frequency identification (RFID) and near field communication (NFC) devices and systems
- Solid-state memory devices and control systems (SSD, flash memory, SDRAM, and DDRAM); embedded systems
- Data storage systems, including magnetic disk and optical disc technologies, redundant array of independent disks (RAID), and network attached storage (NAS) systems
- Laser-based systems, mechanical devices, and product-marking technologies

Bill is also experienced in digital health, medical devices, nanotechnology, optics, and telecommunications inventions.

Bill has served as the patent group leader for Fish's California offices for more than a decade. He frequently presents on patent prosecution matters and does pro bono legal work, most recently to help with the San Diego Volunteer Lawyer Program's eviction crises clinic. He was an early member of CONNECT's tech-transfer roundtable that promotes the commercialization of discoveries at local research institutions and universities and has protected significant IP and useful discoveries for businesses and academia.

Bill lives in San Diego, but his clientele and practice take him throughout the world.

Recognitions & awards

Leader in Law

San Diego Business Journal 2020

San Diego's Top Attorneys

San Diego Metro Magazine (SD Metro) 2019

Top Attorney of San Diego

San Diego Daily Transcript 2012

Insights

Article | November 10, 2015

8 Patent Myths Debunked

Blog | December 23, 2014

Digital Health and the *Alice* Decision

Webinar | October 25, 2011

The Future of Wireless Medical Devices - FCC, FDA, and Patent Considerations

Article | November 9, 2009

Patent Reform Deja Vu

News

News | November 19, 2020

Fish & Richardson Principal William Hunter Named a 2020 Leader in Law Honoree by the *San Diego Business Journal*

Media Coverage | May 8, 2017

Plot Your Patent Steps Carefully

San Diego Business Journal

News | September 22, 2014

Fish's Technical Depth Helps Medical Care Corporation Navigate a Crowded Digital Health Field

Additional insights

Speaking engagements

- ["International Patent Portfolio: When, Where and How to Protect Inventions Overseas While Avoiding Prosecution Pitfalls,"](#)
Association of Corporate Patent Counsel (ACPC) Winter Meeting (January 25, 2022)
- ["Solar Panels, Ear Plugs, and Dog Walkers...Oh my! Trademarks & Patents in Today's Competitive Business Universe,"](#)
Association of Corporate Counsel – San Diego Chapter (December 2018)

- “Positioning your Intellectual Property as a Strategic and Important Business Asset,” *Fish CLE Event* (San Diego January 2018)
- “Building Your IP to Protect Your Business and Defending Your Business from IP Threats,” *Association of Corporate Counsel–San Diego Chapter* (December 2017)

Media mentions

- Quoted, “Plot Your Patent Steps Carefully,” *San Diego Business Journal* (May 2017)
-

Services

IP Licensing, Transactions & Agreements

Patent

Post-Grant

Strategic Patent Counseling & Opinions

Patent Portfolio Management

Patent Prosecution

Industries

Transportation, Aerospace & Defense

Autonomous Vehicles

Cleantech

Digital Health

Electrical & Computer Technology

Hardware

Software & Internet

Manufacturing

Medical Devices

Optics

Telecommunications

Admissions

U.S. Patent and Trademark Office (2001)

California (1999)

Education

J.D. *cum laude*, University of California College of the Law, San Francisco (1999)

B.S., Computer Science, University of California, San Diego (1995)