



William A. McKenna

PARTNER

Bill represents clients in all phases of intellectual property litigation, including actions filed throughout the United States in many popular forums including the Eastern District of Texas and the Federal Circuit. His litigation experience includes matters involving software, electrical, mechanical arts, computer telephony, complex electrical circuitry, robotic navigation, aviation tracking, medical monitoring, and mobile devices.

Bill also advises clients on the procurement and strategic development of trademark and patent portfolios for technology startup companies, and assists them with protection strategies for core intellectual property assets and clearance of products to avoid the intellectual property of others.

Prior to becoming a lawyer, Bill was a software engineer in hardware and product development for Pinnacle Systems. While in school, Bill served as a network engineer to Cisco Systems.

In recognition of his professional achievements, Bill has been consistently selected to the Indiana Rising Stars list by Indiana Super Lawyers[®] since 2012 in the field of Intellectual Property Litigation. He serves as a member of the Firm's Management Committee.

Bill lives in Fishers with his wife Krista, sons Liam and Brendan, and is an avid golfer.

Education

- **Rose-Hulman Institute of Technology**, *B.S., Computer Science and Mathematics*, 2002
- **Indiana University Maurer School of Law**, *J.D.*, 2005

Bar Admissions

- **Indiana**, 2005
- **U.S. Patent and Trademark Office**, 2009
- **U.S. Court of Appeals for the Federal Circuit**, 2011

Representative Experience

Bill represents clients regularly in matters involving software, electrical, and mechanical arts including computer telephony, complex electrical circuitry, robotic navigation, aviation tracking, medical monitoring, and mobile devices.

RaceTech v. Exacta Systems

Obtained Rule 12(b)(6) dismissal finding all three asserted patents directed to historical horse racing as unpatentable subject matter under 35 USC 101 in Kentucky and subsequent affirmance by the Federal Circuit.

Oaklawn et al v. Exacta Systems

Defeated motion for preliminary injunction and obtained early dismissal of trademark infringement and unfair competition claims based upon the display of a race track's name as the location of a historical horse race and subsequent affirmance by the 6th Circuit.

Ingersoll Rand v. Crayon Interface

Lead counsel in Indiana case defending software company against its corporate product development partner. Case settled on favorable terms.

Sabasta v. Buckaroos

Second chair in Southern District of Iowa obtaining summary judgment of inequitable conduct on behalf of Defendant in the building products manufacturing business accused of patent infringement.

Microlog v. Continental Airlines et al

Second chair in Eastern District of Texas defending case involving call center software and systems. Case settled on favorable terms.

Matthews v. BioSafe

Appeal to the Federal Circuit affirming dismissal based on lack of jurisdiction for declaratory judgment action.

Arrival Star v. LHP Telematics

Lead counsel in Northern District of Illinois case defending product tracking manufacturer against patent infringement claim. Case settled on favorable terms.

AMS v. Bear Archery

Second Chair in a Western District of Wisconsin case obtaining summary judgment of non-infringing with respect to an arrow

attachment device for use in bow fishing.

Honors & Awards

- The Best Lawyers in America in the fields of Litigation - Intellectual Property, Litigation - Patent, and Patent Law, 2021
- Rising Star, Indiana Super Lawyers, 2012-2020
- Distinguished Young Alumni Award, Rose-Hulman Institute of Technology

Professional Affiliations

American Intellectual Property Association

American Society for the Communication of Mathematics

Association for Computing Machinery

Indiana State Bar Association

Indianapolis Bar Association
Bar Leader Series, Class IX

Indianapolis Bar Foundation
Chair, Lawyer Links Classic

The Indianapolis Intellectual Property American Inn of Court

Speaking Engagements

Periodic Presenter, Legal Topics for Professional Engineers, Rose-Hulman Institute of Technology

Best Practices Regarding 101 Patentable Subject Matter From Claim Drafting to Litigation, Advanced Issues in Patent Litigation, Indiana Continuing Legal Education Forum, July 15, 2016.

Presenter, IP Litigation Summit, Woodard, Emhardt, Moriarty, McNett & Henry LLP

Guest lecturer, Dr. Rick Stamper's IP Law for Engineers, Rose-Hulman Institute of Technology on the topic of patent litigation

Guest lecturer, Business Law, Rose-Hulman Institute of Technology

Community Involvement

WOODARD, EMHARDT, HENRY, REEVES & WAGNER, LLP

Make your ideas *untouchable*.[®]
uspatent.com

Organizer, The BLS Open for the Indianapolis First Tee

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