



Loren Hulse

Partner

222 South Main Street, Suite 2200, Salt Lake City, UT 84101

P 801.799.5810

lrhulse@hollandhart.com

Loren delivers sophisticated counsel in the creation, management, and protection of domestic and foreign patent and trademark portfolios to companies disrupting the life sciences, chemical, pharmaceutical, biotech, manufacturing, and medical device industries.

From his experience working as former in-house intellectual property counsel for NPS Pharmaceuticals and as patent counsel for Ceramatec, Inc., Loren understands the business imperative to create robust protection strategies while managing patent and trademark portfolios that align with corporate priorities.

As a practitioner, Loren has developed, managed, and protected both large and small domestic and foreign patent and trademark portfolios. His wide-ranging biotech and pharmaceutical experience includes advising clients how to protect small molecule and peptide drugs, methods of treatment, genetic constructs and therapies, nucleotide analogs, and RNA-related drug technologies. He has also counseled clients developing medical devices such as optically-guided feeding tubes, injectors, diagnostic kits, catheters, and cardiac assist devices. In the chemical arena, Loren's experience includes assisting clients to protect solid oxide fuel cell technologies, ionically-conductive membrane applications, and syngas production techniques.

Before joining Holland & Hart, Loren was a partner at Stoel Rives, where he served as the co-leader of the firm's Life Sciences industry group.

PRACTICES

Patent Preparation, Prosecution, and Counseling
Global Trademark Brand Management
Intellectual Property

EDUCATION

S.J. Quinney College of Law, University of Utah, J.D., 2001

University of Utah, B.A., 1998
Biology
Russian

BAR ADMISSIONS

Utah

EXPERIENCE

Patent Prosecution and Portfolio Management

- Patent portfolio development and management
- Domestic and international patent preparation and prosecution

Patent Opinions and Counseling

- Patent infringement and validity analysis
- Non-infringement/invalidity opinions
- Product design counseling

Patent Licensing and Due Diligence

- Licensing negotiations and strategies
- Strategic patent acquisitions

- Product clearances
- IP due diligence

Trademark Prosecution and Portfolio Management

- Strategic trademark portfolio management
- Trademark enforcement strategies
- Due diligence and acquisition counseling
- Strategic trademark portfolio management
- Trademark licensing and transactions

Technologies

Biotech/Pharmaceutical

Small molecule and peptide drugs, RNA therapeutics, methods of treatment, genes, genetic constructs and therapies, and nucleotide analogs.

Medical Devices

Optically-guided feeding tubes, injectors devices, diagnostic kits, catheters, infusion therapy, and cardiac assist devices.

Chemical

Solid oxide fuel cell technologies, ionically conductive membrane applications, and syngas production techniques.

PUBLICATIONS

"Core Components of an Effective Intellectual Property Strategy," *Utah Business*, 08/12/2020

"IP Opportunities and Options for Small and Startup Businesses," *The Enterprise: Utah's Business Journal*, 05/03/2020

SPEAKING ENGAGEMENTS

"Overcoming U.S. Obviousness Double Patenting Rejection," *The Chartered Institute of Patent Attorneys*, June 2021

"Working with Examiners," *Utah State Bar Section*, Panelist, May 2021

"Is it Really that Obvious? Understanding and Combating Obviousness Rejections Under U.S.C. 103 Before the USPTO," *The Chartered Institute of Patent Attorneys*, February 2021

"Agricultural Technology: Current Intellectual Property Issues," *Holland & Hart and Cleveland Scott York*, Webinar, October 2020

"Generating and Monetizing Intellectual Property Assets - Maximizing Returns in the Life Sciences," *Indo-American Chamber of Commerce*, July

2020

"COVID-19 Diagnostics: Intellectual Property Strategies for Rapid Development and Launch on Both Sides of the Atlantic," *Holland & Hart and Cleveland Scott York, Webinar*, May 2020

"Isn't it Obvious?' Understanding and Beating the USPTO's Most Common Art-Based Rejection," *The Chartered Institute of Patent Attorneys*, January 2020

RECOGNITION

- *The Best Lawyers in America*®, Patent Law, 2014-2023
- *Utah Business Magazine*, Utah Legal Elite, Intellectual Property, 2007-2009, 2011, 2017-2022
- *IAM Patent 1000* – The World's Leading Patent Practitioners, Prosecution – Recommended, 2019-2022
- *IAM Strategy 300*
 - *The World's Leading IP Strategists*, 2021
 - *Strategy 300 Global Leaders*, 2022
- Mountain States Super Lawyers® Rising Stars, 2008-2014
- *Chambers USA*, Intellectual Property, 2020, 2022; Up and Coming, 2020

PROFESSIONAL AND CIVIC AFFILIATIONS

- American Intellectual Property Law Association, Member