



VANESSA GAVALYA

Gregory W. Carr

INTELLECTUAL PROPERTY

While completing his undergraduate engineering degree, Greg Carr helped design control systems for offshore oil platforms in the Arabian Gulf. Since childhood, when he delighted in blowing corks off of bottles with fuel harvested from match heads, Carr has been fascinated by invention. Becoming an intellectual property attorney merged his love for innovation with the desire to safeguard it.

Carr began practicing law in 1982, working for one of only two firms in Dallas having IP expertise. That gave him broad experience—rare today—obtaining IP rights, assessing claims of infringement, crafting and negotiating agreements between IP owners and licensees, and ultimately, litigating. Carr later joined Dallas' then-largest firm to help start the first full-service IP department in town. In 1998 he founded the Carr Law Firm, where he practices today. Carr has obtained patents amassing eight-figure infringement payments, given expert testimony supporting a patent infringement verdict of \$17 million, proved patents invalid when warranted, and has protected numerous well-known brand names and trademarks. For Carr, his specialty presents an opportunity to collaborate with exceptional thinkers, learn about new ideas, and do positive work. "IP laws encourage innovators by protecting the fruits of their effort and creativity," Carr says. "We all benefit from the contributions of people who develop and grow truly new products, services, and businesses."

EDUCATION

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