



Bradley J. Zentz

SENIOR ASSOCIATE

EDUCATION

University of Washington
School of Law
J.D. (with Honors) 2017

University of Washington
Civil Engineering
B.S. 2013

INDUSTRIES

Alternative Energy
Industrial Design
Consumer Products & Services
Mechanical Engineering

PRACTICES

Patent
Trademark
Strategic Counseling
IP Agreements & Licensing

BAR ADMISSIONS

Washington
United States Patent
and Trademark Office

BACKGROUND

Brad's practice is focused on U.S. and foreign patent prosecution of mechanical-related technologies, as well as on trademark prosecution across all industry groups. He received a B.S. in Civil Engineering from the University of Washington in 2013, with a focus in structural engineering. He was awarded a J.D. (with Honors) from the University of Washington School of Law in 2017.

HONORS AND AWARDS

- Listed in *The Best Lawyers in America*®: Ones to Watch, 2022-23

EXPERIENCE

Brad's experience includes prosecution of patent and trademark applications, as well as patent licensing and strategic domestic and international portfolio management. He has prepared patentability and freedom-to-operate opinions, as well as petitions for ex parte appeals.

During law school, Brad worked at Seed IP as a law clerk and was also a member of the UW Entrepreneurial Law Clinic, where he provided intellectual property counseling to local small businesses and assisted in the preparation and prosecution of patent and trademark applications in a variety of technical fields. Prior to joining Seed IP, Brad served as a research assistant in the UW Structural Research Laboratory and as a legal intern at Expeditors International (Seattle).

AFFILIATIONS

Brad is admitted to the Washington State Bar and is registered to practice before the U.S. Patent and Trademark Office. He is a member of the King County Bar Association (KCBA), the Washington State Patent Law Association (WSPLA), and the International Trademark Association (INTA).