

Greg Lundell
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Greg Lundell is a partner in Haley Guiliano's Silicon Valley office. His practice reflects his unique mix of outside counsel trial experience and a decade of leading corporate intellectual property groups as inside counsel. Whether in licensing, litigation, or patent management and analysis, his expertise focuses on achieving his client's business goals.

Before joining Haley Guiliano, Greg served as Vice President of IP Strategy & Licensing at two global, public technology companies. In these roles he led IP departments through both routine IP activities and long-term complex IP objectives, like patent monetization. Greg regularly works with AI, VR, video networks, internet platforms, semiconductor, content security, cybersecurity, and UI/UEX technologies to assess patentability and to develop strategies to put intellectual property to work in these spaces.

Greg began his legal career as a commercial and patent trial attorney with trial experience in the ITC, Federal, and State Courts. He received his law degree from Santa Clara University School of Law and has a BS in Biology and Philosophy from Westmont College.

Greg serves on the board for the non-profit, PathLight International. He loves the outdoors and can be regularly found with his wife and two boys on Northern California's ski hills, athletic fields, trails, and surf breaks.