

# Two From Minneapolis IP Firm Moore & Hansen Join Dykema

Robert C. Freed and Conrad A. Hansen of the intellectual property law firm Moore & Hansen have joined Dykema's Minneapolis office, both as senior counsel.

Founded in Minneapolis as the Williamson Law Firm in 1885 by James F. Williamson, Moore & Hansen was Minnesota's first patent, trademark, and copyright law firm. Led by both Freed and Hansen, the Moore & Hansen firm counseled clients on enhancing the value of their businesses in a number of ways, including providing strategic analysis of potential patent, copyright, trademark, and trade secret protection, IP asset management, licensing, patent and trademark procurement, and litigation, Dykema said in a release.

"We are thrilled that Bob and Conrad have decided to join Dykema. Adding these accomplished IP attorneys to our ranks deepens our firmwide bench and enriches our ability to provide IP counsel to all of our clients," said Reed Heimbecher, Leader of Dykema's Intellectual Property Transactional Practice Group and Office Managing Member of the firm's Minneapolis office. "In addition to their legal proficiency, Bob and Conrad are well-respected in the Minneapolis community, and their knowledge will be invaluable to our clients and our firm."

Freed served as president of Moore & Hansen and counsels clients on all aspects of patent, trademark and copyright law, with an emphasis on patents. Having earned an M.S. and Ph.D. in Food Science, with a minor in Biochemistry, from the University of Wisconsin-Madison, Freed has experience in the food science and biochemistry sectors, complementing Dykema's Food & Beverage Industry Group, which is also led from the firm's Minneapolis office. He also has experience with

innovative medical and mechanical devices, and is well-versed in managing IP portfolios, advising on licensing matters and strategic IP planning.

Prior to practicing with Moore & Hansen, Freed served as patent counsel for Cytran International and for the Wisconsin Alumni Research Foundation (WARF). Following law school, he practiced in Minneapolis with Merchant & Gould, where he was made a partner. Freed received his B.A. in Chemistry from St. Olaf College and his J.D. from the University of Wisconsin-Madison.

Hansen, formerly a managing partner at Moore & Hansen, focuses his practice primarily on trademark and patent prosecution before the United States Patent and Trademark Office (USPTO) for individuals, startups, and mid-sized corporations. He experienced in managing IP portfolios, advising on licensing matters, and strategic IP planning. Hansen previously served as president of the Minnesota Intellectual Property Law Association (MILPA) and remains an active member. He earned a J.D. as well as a B.S. in Electrical Engineering from the University of Minnesota.

“This is a natural next step for Moore & Hansen as our clients and their legal needs have continued to evolve along with those of the region’s predominant industries and technologies,” said Freed. “Dykema’s national platform will allow us to expand our services to clients. As such, we are excited to join Dykema and add to the firm’s already strong and dynamic capabilities in the IP sector. Dykema is driven to serve and deliver for its clients, and we look forward to being part of that culture.”