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Jim Sobieraj is the president of the Licensing Executives Society International, and the president of Brinks Gilson & Lione, one of the largest IP law firms in the United States. He is a licensed patent attorney with more than 33 years of experience in the procurement, licensing and enforcement of IP rights. Sobieraj has been lead counsel in many litigations involving patent infringement, ownership of patent rights, license disputes, misappropriation of trade secrets, trade dress infringement, copyright infringement, unfair competition, false advertising, defamation, fraud, antitrust, breach of contract and other commercial litigation. Jim also has represented clients in a number of arbitrations, including one that awarded his client more than \$25 million after a 16-day trial.