

Snell & Wilmer



Ryan D. Ricks

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Main Bio

Ryan Ricks' practice is concentrated in intellectual property law, including strategic intellectual property counseling, intellectual property transactions, and patent and trademark prosecution, with emphasis on commercialization and licensing. With a background in industry and University technology transfer experience, he has broad technical capability and professional experience across the physical sciences and information technology sectors, such as semiconductor manufacturing, communications networks, and open source software. Ryan has worked with numerous clients large and small, including many Fortune 500 companies, to develop and implement global IP protection and enforcement strategies.

Ryan regularly assists clients with preparation and negotiation of software licenses, development agreements, and related contractual and business matters. Additionally, a significant portion of Ryan's practice is devoted to cyber security and data privacy. His technical background in network security allows him to effectively counsel clients regarding emerging issues such as cloud computing, data breach mitigation, and ransomware. Ryan works with clients to develop and implement robust corporate policies related to privacy, information security, and intellectual property.

Ryan also helps clients secure and enforce copyright and trademark rights, including proceedings before the United States Trademark Trial and Appeal Board, Uniform Domain Name Dispute Resolution Policy (UDRP) proceedings, and licensing and settlement agreements.

Representative Matters

IP Procurement and Enforcement

- Developed IP portfolio for major privately held transportation industry client
- Representation of prominent U.S. research university for patent prosecution matters
- Representation of Fortune 100 global transportation company for patent prosecution matters
- Prepared and prosecuted a global IP portfolio of over 20 issued patents and 40 pending patent applications directed to industry-leading transverse flux electric motors
- Prepared and prosecuted extensive patent portfolio related to systems for military heavy airdrop and NASA parachute recovery
- Representation of numerous clients in connection with battery, electric vehicle, and green power technologies

IP Counseling

- Assisted numerous clients with selection of company and product branding, including securing domestic and international trademark registration
- Orchestrated defense and favorable settlement of international trademark dispute, clearing the way for significant expansion of client
- Managed global brand and product protection for IP-centric product development company

IP Transactions

- Developed and implemented membership and licensing agreements for international consortium for battery safety technology
- Represented clients in connection with the negotiation, execution and implementation of numerous software licensing and development agreements
- Represented intellectual property interests of closely held private company in connection with eight-figure sale to publicly traded company
- Represented company in connection with \$125M cross-border sale of intellectual property assets
- Represented intellectual property interests of private medical device company in its \$15M sale to private equity fund

Education

- Arizona State University, Sandra Day O'Connor College of Law (J.D., 2007)
 - Law, Science & Technology Certificate; Center Scholar
 - Pro Bono Distinction
- Arizona State University, W.P. Carey School of Business (M.B.A., 2007)
 - Beta Gamma Sigma Honor Society
- Brigham Young University (B.S., Computer Engineering, 2003)
 - National Merit Scholar

Professional Memberships & Activities

- Adjunct Professor, Sandra Day O'Connor College of Law at Arizona State University
 - Intellectual Property
- American Bar Association
 - Section of Intellectual Property Law
 - University Intellectual Property Law Committee
 - Artificial Intelligence and Robotics Committee
- American Intellectual Property Law Association (AIPLA)

Representative Presentations & Publications

- "[Patent And Copyright Changes In The New NAFTA](#)," Co-Author, Law360 (November 8, 2018)
- "Cybersecurity Preparedness: Building a Legal Firewall to Defend Against the Inevitable," Co-Presenter, Association of Corporate Counsel, Scottsdale, AZ (November 1, 2016)
- "[Inside Insight: How the FTC Approaches Data Breach Investigations](#)," Author, Into the Breach ...

Data Privacy and Protection Blog (May 28, 2015)

- "Instagram Policy Ruling Shows How to Avoid Privacy Suits," Quoted, Law360 (March 12, 2014)
- "Google Tracking Win Exposes Cracks in Stale Privacy Laws," Quoted, Law360 (October 16, 2013)
- "Microsoft May Feel Privacy Heat Despite Xbox Backtracking," Quoted, Law360 (June 21, 2013)
- "IP Lawyers Weigh In On High Court's 1st Sale Ruling," Quoted, Law360 (March 19, 2013)
- "With Graph Search, Facebook Discovers Fresh Privacy Woes," Quoted, Law360 (January 28, 2013)
- "Using Intellectual Property Strategically to Accomplish Your Business Objectives," Co-Presenter, Center for Entrepreneurial Innovation at Gateway Community College (January 2013)
- "Facebook Data-Sharing Policy May Raise Regulators' Eyebrows," Quoted, Law360 (November 26, 2012)
- "Managing Your IP Portfolio Through Economic Challenges," Presenter, Snell & Wilmer (June 2010)
- "How to Protect and Enforce Your Intellectual Property Rights in China," Snell & Wilmer, Global Connection (May 2008)

Professional Recognition & Awards

- Southwest Super Lawyers[®], Rising Stars Edition, Intellectual Property (2015-2018)
- Top 50 Pro Bono Attorneys in Arizona, Arizona Foundation for Legal Services & Education (2010)

Community Involvement

- Volunteer Lawyers Program
- Interfaith Homeless Emergency Lodging Program (I-HELP), Volunteer
- St. Vincent DePaul Food Bank, Volunteer
- Boy Scouts of America, Eagle Scout

Other Professional Experience

- Arizona Technology Enterprises, Arizona State University, Technology Ventures Associate
- DDM Incorporated, Salt Lake City, Utah, CIO/S-Corporation founding shareholder

Bar Admissions

- Arizona
- United States Patent and Trademark Office

Court Admissions

- Supreme Court of Arizona
- United States District Court, District of Arizona