



WILLIAM R. TRUEBA JR.

Partner

William Trueba is a partner and co-leader of AVILA's Intellectual Property department, where he focuses his practice on the enforcement of domestic and international intellectual property rights for a wide range of clients across various industries.

Mr. Trueba is Board Certified in Intellectual Property Law and is a U.S. Registered Patent Attorney with the U.S. Patent & Trademark Office, with previous professional experience as an electrical engineer. He has represented clients in patent infringement lawsuits involving various technologies, including software, lasers, construction equipment, pharmaceuticals, HVAC systems, marine equipment, nutritional supplements, L.E.D. electronics, super capacitors, hunting equipment, motion detectors, pet products, baby products, and farming methods, among others.

He has also represented clients in the enforcement of copyrights involving motion pictures, music, artwork, photography, software, and jewelry. He has also assisted clients with trademark and trade dress matters involving various goods and services, such as distilled spirits, product packaging, clothing, accounting services, building and property inspection services, automobile parts, and aftermarket related goods, boats, fishing gear, and sunscreen, among others.

In addition to his trial experience, he has assisted clients with the prosecution of patent, trademark and copyright applications. He works closely with the Corporate and Litigation departments to provide clients with another layer of the comprehensive and excellent service they have come to expect from AVILA. Mr. Trueba is fluent in English and Spanish.

PRACTICE AREAS

- Intellectual property
- Patent law
- Intellectual property litigation
- Trademark law
- Copyright law
- Trade secrets

EDUCATION

- University of Miami, J.D. (1997)
- Florida International University, B.S., Electrical Engineering (1990)

BAR ADMISSIONS

- State of Florida
- United States Patent and Trademark Office
- U.S. District Courts Southern and Middle Districts of Florida
- U.S. Court of Appeals for the Eleventh Circuit

AWARDS

- "Most Effective Lawyer," Intellectual Property category, Daily Business Review
- Florida Super Lawyers, Intellectual Property Litigation
- Recognized as 'Florida Elite' by Florida Trend Magazine

