



Reid M. DeManche
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Reid is a Principal Attorney at Quinn IP Law with a strong background in mechanical engineering, which allows him to provide expert legal and technical expertise to each client. Reid is committed to developing strategies that maximize clients' abilities to expand their market share and achieve business goals. He focuses on ensuring quality over accruing billable hours, and understands the significant demands and challenges facing in-house counsel within a variety of industries. At Quinn, Reid specializes in the preparation and prosecution of patents in the mechanical, electro-mechanical, and engineering/design software arts. He also provides client counseling for intellectual property strategy, including patents, trademarks, and trade secrets, complex petition work concerning long-dead applications, and litigation support and infringement analysis. He has worked with both large and small clients in various automotive manufacturing and design sectors, and the fields of GPS-based construction management, industrial and residential building products, advanced lighting and display, security services and software, and sporting equipment and technology.

Before joining Quinn IP Law, Reid served as a CAD and Design engineer at Rocketsports Racing (now RSR Racing), where he conducted failure analysis and parts redesigns for high-performance vehicles, including 200+ mph open-wheel race cars. Reid has also enhanced his legal experience through his volunteer work and advocacy for the field of intellectual property law with organizations including the Community Economic Development Association of Michigan, the Michigan Intellectual Property Law Association, and MentorJet. As a law clerk for Michigan State University's Office of the General Counsel, he gained insight into federal, state, and local statutory research and analysis, and prepared briefs and university-wide policy recommendations.

In his private life, Reid is passionate about fighting homelessness and hunger, particularly among children. He supports several charities that provide food, shelter, and training to those affected by homelessness and poverty.

Reid holds a Bachelor of Science in Mechanical Engineering from Colorado State University, where he was part of the Honors Program and Formula SAE, and earned minors in Economics and Political Science. He earned his Juris Doctor at the Michigan State University College of Law, where he graduated *summa cum laude*, was a King Scholar, and was a member of the Intellectual Property Law Society, Law School Tailgate Society, and served as class Vice President. He is admitted to practice before the U.S. Patent and Trademark Office and the U.S. District Court - Eastern District Michigan. He is also a member of the State Bar of Michigan, the Michigan Intellectual Property Law Association, and the International Trademark Association.

Practice Areas

Patent Prosecution
Patent Portfolio Management
Technical Design and Consulting
Trademark Selection and Registration

Technical Areas

Automotive, Aerospace & Transportation
Chemical & Chemistry Sciences
Clean & Green Technology
Consumer Goods
Electronics & Computer Technology
Industrial, Manufacturing & Materials Science
Medical Devices
Robotics & Automation

Education

J.D., Michigan State University College of Law, *summa cum laude*, *King Scholar*
B.S., Colorado State University, Mechanical Engineering

Admissions & Memberships

U.S. Patent and Trademark Office
U.S. District Court - Eastern District Michigan
State Bar of Michigan
State Bar of Illinois (Inactive/Retired)
Michigan Intellectual Property Law Association
International Trademark Association