



Bradley J. Zentz

SENIOR ASSOCIATE

EDUCATION

University of Washington
School of Law
J.D. (with Honors) 2017

University of Washington
Civil Engineering
B.S. 2013

INDUSTRIES

Alternative Energy
Industrial Design
Consumer Products & Services
Mechanical Engineering

PRACTICES

Patent
Trademark
Strategic Counseling
IP Agreements & Licensing

BAR ADMISSIONS

Washington
United States Patent
and Trademark Office

BACKGROUND

Brad's practice is focused on U.S. and foreign patent prosecution of mechanical-related technologies, as well as on trademark prosecution across all industry groups. He received a B.S. in Civil Engineering from the University of Washington in 2013, with a focus in structural engineering. He was awarded a J.D. (with Honors) from the University of Washington School of Law in 2017.

HONORS AND AWARDS

- Listed in *The Best Lawyers in America*® Ones to Watch, 2022-2026
- Selected to *Washington Rising Stars*®, 2025

EXPERIENCE

Brad is an experienced member of our mechanical patent and trademark teams. His experience with patents includes all aspects of procuring and enforcing patent rights in a variety of mechanical and electro-mechanical technologies, including preparing new applications, prosecution, and post-issuance counseling and enforcement. .

Brad is also an expert in trademark law with years of experience across a wide spectrum of issues. His trademark experience includes domestic and worldwide clearance searching for all types of marks, strategic counseling on filing strategy and overall portfolio development and maintenance, all aspects of prosecution, and post-registration monitoring and enforcement. He has prepared cease and desist letters and coexistence agreements, filed cancellations and oppositions before the TTAB, prepared UDRP petitions for disputed domains, and participated in a successful expungement proceeding before the USPTO. He has also worked on terms of service and privacy policies for websites and software.

During law school, Brad worked at Seed IP as a law clerk and was also a member of the UW Entrepreneurial Law Clinic where he provided pro bono intellectual property counseling to low-income local small businesses. Before joining Seed IP, Brad served as a research assistant in the UW Structural Research Laboratory and as a legal intern at Expeditors International (Seattle).

AFFILIATIONS

Brad is admitted to the Washington State Bar and is registered to practice before the U.S. Patent and Trademark Office. He is a member of the King County Bar Association (KCBA), the Washington State Patent Law Association (WSPLA), and the International Trademark Association (INTA).