

February 16, 2021

SHARE YOUR STORY

New Members: Tell Us a Little Bit about Yourself

By Steven Weigler

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Welcome to another installment of our *GPSolo eReport* column featuring short introductions of new Division members. Up this month: Steven Weigler.

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What kind of law do you practice?

My general focus is protecting brand and other IP and business assets. I do a lot of work in trademark protection and enforcement. Also, always the entrepreneur, I developed a comprehensive flat-fee trademark prosecution system called TotalTM[®], which I have also been focused on building out.

Why did you go into this field?

I never thought I would be doing what I am doing now. Before starting EmergeCounsel, I built an ed tech start-up, experiencing the good, the bad, and the ugly. Before that I was counsel at a Fortune 50 company, and before that, a hard-core litigator. In 2014, I put all those experiences together on a piece of paper and decided my next (and hopefully last) mission would be working with growth

companies in a strategic, empathetic, and economical manner. Through technology and relatively low overhead, I think I achieve my mission at a lower billable rate, which is a huge benefit to my entrepreneurial, budget-conscious clients.

What do you find most rewarding about your practice?

I like to help people, solve problems, and forge meaningful relationships. I also appreciate intellectual rigor and thinking outside the box. Finally, I love studying businesses and monetizing intangible assets such as brand. I had the relative luxury to build a practice that combined my likes.

Why did you join GPSolo?

In a small organization it is not so easy to exchange ideas and stay apprised on the law. Starting as a solo, and now building a small firm, I want to build relationships with similarly situated individuals and also stay on top of developments in the legal industry. The GPSolo Division checked these boxes.

What would you like your colleagues to know about you?

Two things: (1) I am always around to bounce ideas off of, and I want to have relationships with attorneys who are willing to do the same; (2) I take the practice of law really seriously, and some people find me intense (while I consider myself relatively easygoing).

Share YOUR story

If you've joined this year, send an e-mail with your contact information and a headshot to robert.salkin@americanbar.org, and we'll contact you for a quick interview to help your fellow members know who you are!

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