

# Luke F. McLeroy

4719 Hallmark Dr.  
Dallas, Texas 75229

214 394-2296  
lmcleroy@smu.edu

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**SUMMARY** Intellectual property attorney with twenty-one years of experience: (1) negotiating patent license agreements; (2) managing global litigation campaigns and trying intellectual property lawsuits; (3) analyzing and valuing patent portfolios in technology areas such as wireless connectivity, codecs, data networks, and security; and (4) advocating policy positions to legislative bodies, competition agencies, standard-setting organizations, and other forums.

**EXPERIENCE** **LFM Firm, PLLC** Dallas, Texas  
Managing Member, February 2025 – present

Practice focused on intellectual property, licensing, and dispute resolution.

**SMU Dedman School of Law** Dallas, Texas  
*Adjunct Professor*, January 2023 – present

Teaches “Intellectual Property Licensing” class to LLM and second- and third-year law students.

**Avanci, LLC** Dallas, Texas  
*President, Avanci Video*, January 2024 – January 2025  
*Senior Vice President*, January 2019 – January 2024  
*Vice President – Business Development*, June 2016 – January 2019

Negotiated and drafted joint licensing agreements for patent pool licensing operator licensing standard essential patents to the automotive industry, other Internet of Things products, and video streaming companies. Recruited more than fifty standard-essential patent owners to participate in Avanci’s Vehicle 4G platform, including almost all major telecommunications companies. Signed license agreements covering more than fifty automotive brands, including Audi, BMW, Ford, GM, and Porsche.

**Ericsson Inc.** Plano, Texas  
*Licensing Director – North America*, Aug. 2014 – June 2016  
*Senior Counsel – Intellectual Property & Licensing*, Feb. 2012 – Aug. 2014  
*Legal Counsel – Litigation*, Feb. 2008 – Feb. 2009

Work focused on growing Ericsson’s patent licensing business. Negotiated and concluded patent license agreements with Apple, Samsung, HP, and Microsoft, among others. Planned, managed, and budgeted for international litigation projects, including lawsuits in United States, European, Asian, and Latin American venues against Apple and Samsung and others. Advocated policy positions to both regulatory and legislative bodies. Represented Ericsson within standard-setting organizations and industry associations regarding intellectual property issues, including ETSI, ITU, IEEE, and GSMA. Analyzed and valued patents for licensing, acquisitions, and divestitures. Frequently testified in legal proceedings.

*Date prepared: February 11, 2024*

**McKool Smith P.C.**

Dallas, Texas

*Principal*, Jan. 2011 – Jan. 2012*Associate*, June 2003 – Dec. 2007; March 2009 – Dec. 2010

Legal practice concentrated on litigation and other intellectual property matters. Examined witnesses in significant patent infringement trial. Argued at *Markman* hearings, summary judgment hearings, and other proceedings. Prepared witnesses for deposition, defended depositions, and deposed witnesses. Prepared memorandums and briefs, including claim construction briefs, summary judgment briefing, and appellate briefs. Mined clients' patent portfolios for potential assertions. Investigated patent infringement and invalidity assertions. Negotiated patent licenses and settlement agreements.

**EDUCATION****The University of Texas School of Law**

Austin, Texas

*Juris Doctor with honors*, May 2003

- Order of the Coif

**Texas A&M University**

College Station, Texas

*Bachelor of Science, Mechanical Engineering*, August 2000

- National Merit Scholar
- President's Endowed Scholar

**AFFILIATIONS**

Licensed to practice in Texas and before the U.S. Patent and Trademark Office. Admitted to practice before the Court of Appeals for the Federal Circuit, the Northern District of Texas, the Eastern District of Texas, and the Northern District of Florida.

**SPEAKING**

Frequent speaker on issues regarding patent licensing, including conferences and webinars hosted by the American Bar Association, the Berkley Center for Law and Technology, the Center for American & International Law, the Center for Intellectual Property x Innovation Policy, the Center for the Protection of Intellectual Property, the European Commission, George Mason University School of Law, the Hoover Institution, IAM, the International Telecommunications Union, Licensing Executives Society, the Munich IP Dispute Resolution Forum, NGMN, Stanford Law School, Texas Intellectual Property Law Journal, the Tsai Center for Law, Science and Innovation, Tokyo University, UC Hastings College of Law, University College London, and the World Intellectual Property Organization.