



## Indhira A. LaPuma

Partner | Chicago

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### Areas of Practice

Intellectual Property | Patent Law | Patent Prosecution | Trademark Law | Entertainment

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Indhira LaPuma is a Partner in the Intellectual Property Practice of Smith, Gambrell & Russell, LLP.

Ms. LaPuma joins SGR from VF Corporation, where she was Innovation Counsel. As former in-house counsel, Indhira LaPuma has significant experience managing global patent portfolios, forming strategic partnerships, drafting complex IP agreements, performing patent analyses for patent valuation, due diligence, and commercialization projects, and counseling clients on how to develop, acquire, and maintain strong intellectual property portfolios. Indhira uses her technical background in physics, and her experience working with Fortune 500 companies in computer software and architecture, telematics, network technologies, augmented reality systems for heavy equipment and retail, and technical apparel, footwear and equipment to help clients develop and maintain robust IP portfolios. She leverages her in-house experience to provide advice and counsel focused on ensuring clients meet business objectives and extract value from their internal IP efforts and strategic business relationships. She considers her client relationships true collaborative partnerships and utilizes design thinking to craft desired outcomes for her clients that maximize value and accomplish business goals.

Ms. LaPuma received her B.A. in Physics from Grinnell College in Grinnell, IA. She received her J.D. from the University of Nebraska College of Law. Ms. LaPuma is admitted to practice in Nebraska, Wisconsin, and before the U.S. Patent and Trademark Office. Ms. LaPuma is a Solicitor (England and Wales).

### Experience

- Oversees global patent portfolio for major footwear and apparel company, including developing filing strategies based on business objectives, harvesting and vetting inventions for patent preparation, and managing the patent filing process.

- Managed patent litigation and IPR proceedings for technical apparel client.
- Drafted and negotiated development and sponsored research agreements with research institutions to enable teams to work collaboratively with researchers on materials and product development initiatives.

## **Admissions**

Nebraska

Wisconsin

USPTO

Solicitor, England and Wales

## **Memberships**

American Intellectual Property Law Association (AIPLA)

Wisconsin Bar Association