

William Barrett

PARTNER

Patents and
Innovations
Boulder

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FOCUS AREAS

Biotech
Intellectual Property
Life Sciences
Medical Devices
Patents and Innovations

EXPERIENCE

William (Bill) Barrett is a partner in the Boulder office of Wilson Sonsini Goodrich & Rosati, where he is a member of the patents and innovations department. With more than 20 years of experience in technology transactions and intellectual property, Bill has worked with numerous innovative companies and inventors and led experienced IP and legal teams.

In 2019, Bill founded TechNomos, a boutique technology and innovation protection law firm based in Colorado. Before that, he worked at GRAIL, a biotechnology company based in Silicon Valley, where he started the legal team. GRAIL was a spin-off of San Diego-based Illumina, where Bill led a 10-member IP team that focused on developing and executing the company's IP strategy, including patents, trademarks, and copyrights.

While at GRAIL, Bill built and managed the IP team; drafted and negotiated clinical research agreements, IP licenses, and collaborations; handled a variety of regulatory issues; and served as the company's data privacy officer. He led legal and IP diligence for GRAIL's \$1.2 billion Series B financing round, as well as its 2017 merger with Hong Kong-based Cirina.

Prior to joining Illumina in 2013, Bill worked at a Duke University start-up called Advanced Liquid Logic, where he helped to build a portfolio of more than 350 patents and applications in digital microfluidics. After the company was acquired by Illumina, he was asked to lead Illumina's IP team.

Previously, from 1986 to 1991, Bill served in the United States Air Force in Japan, England and Saudi Arabia, where he specialized in information technology. He was honored with the John Levitow Award for outstanding leadership, as well as an Air Force Achievement Medal for outstanding achievement and meritorious service.

Bill is the lead co-author of the book, *iProperty: Profiting from Ideas in an Age of Global Innovation* (Wiley & Sons, 2008).

CREDENTIALS

Education

- Professional Certificate, Genetics and Genomics, Stanford University, 2018
- J.D., Wake Forest University School of Law, 1997
- B.S., Biology, University of North Carolina, Asheville, 1993

Admissions

- State Bar of Colorado
- State Bar of North Carolina
- U.S. Patent and Trademark Office

INSIGHTS

Select Publications

- “Patents, Incentives, and a Few Crazy Inventions,” *IAM Magazine*, July/August 2009
- Lead author, *iProperty: Profiting from Ideas in an Age of Global Innovation*, 2008
- “What Was Obvious No Longer Is,” *MIT Sloan Management Review*, Winter 2008
- Lead author, “Global Innovation and the Urgency of Strategic Intellectual Property Management,” Licensing Executives Society International, December 2007
- “Building a Strategy for Maximizing Intellectual Property Value,” 23(3) *Nature Biotechnology* 387-9, 2005