

## CHAMPIONS OF INNOVATION

With industry experience and big-picture thinking, intellectual property law firm **Renner Otto** supports visionaries in the U.S. and overseas.



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**Luis Carrion  
Managing Partner  
Renner Otto**

In the late 1800s, Cleveland emerged as a bustling city, alive with the entrepreneurial spirit of local inventors and business leaders. Within that milieu arose a need for legal experts who could protect their ideas and inventions.

Law firm Renner Otto assumed the lead in 1880 and carved out its legacy as a defender of intellectual property. Though Cleveland and the world have changed dramatically since its founding, the firm’s mission remains focused on serving inventors and entrepreneurs locally, nationally, and internationally by identifying, managing, enforcing, and defending intellectual property assets.

“Our objective is to help clients accomplish their professional

and commercial goals,” says Luis Carrion, managing partner. “In that way, our work champions the innovations that allow businesses to thrive. We do this through excellence in securing and enforcing patents, trademarks, and copyrights.”

### Thinking Big

Intellectual property attorneys protect innovative ideas. Renner Otto attorneys add value to the innovator’s work through their collective industry experience and business acumen. Many, like Carrion, were once practitioners engaged in relevant disciplines. “Prior to attending law school, I worked as an electrical engineer,” Carrion says. “I can relate to innovators in this field and appreciate how they manage their businesses.”

Renner Otto’s team of 40

attorneys and support staff has the bandwidth to cover a range of technical areas such as mechanical engineering, electrical and computer engineering, chemical engineering, and bio-science, among others. Yet it’s also nimble: Every Renner Otto attorney—from managing partner to associates—works their cases personally and provides individualized service. “We prioritize staying in communication

throughout processes that can otherwise be a bit mysterious to clients,” Carrion says.

By learning the nuances of a client’s business or invention, Renner Otto attorneys identify opportunities to engage in big-picture thinking. “An intellectual property right is not just a trophy—there must be practical ways to use it,” Carrion says. “We talk to clients about obtaining and using intellectual property rights in ways that serve the purpose of that company.”

Patents, in particular, benefit from this level of critical thinking. Considering the time and resources needed to develop them, the firm helps companies, entrepreneurs, and startups find ways to monetize patents by visualizing wider applications.

Renner Otto’s commitment to protecting innovation has remained steadfast since its founding. Today, it demonstrates that commitment on a global scale. Half of the firm’s clients are domestic; some of them are in Cleveland, near the firm’s newly renovated headquarters. The rest are located in Asia and Europe. As a global law firm, Renner Otto is thoroughly informed about intellectual property laws and policies worldwide and is connected to an international network of lawyers and business leaders. Given its reach, the firm serves as a legal ambassador for clients looking to expand to overseas markets.

“We’re happy to connect clients to people within and outside of the legal field in different countries,” Carrion says. “Anything we can do to help them advance their goals domestically and abroad is important to us.”



**RENNER OTTO**  
ADVANCING INNOVATION

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