

International Intellectual Property Consultant Robert H. Meyer LLM '03



With graduate degrees in business administration, technology commercialization, real property law and intellectual property law, Robert H. Meyer LLM '03 is well qualified to offer his clients broad expertise in technology transfer and commercialization. He travels the world to consult with inventors, entrepreneurs, universities and governments.

Meyer serves as a consultant to the University of Alicante in Spain, and to a number of Portuguese research institutions including the Universities of Porto, Evora, Minho, and, Instituto Superior Técnico, the leading engineering research institution in Portugal. His client base also extends to Bulgaria, Canada, India and Finland, “thanks, in large part, to the time I spent at Pierce Law,” says Meyer. “Thanks to the time spent at Pierce Law the professional network I rely on to collaborate about specific issues that I am facing is global,” explains Meyer.

In 2002, facing a crossroad in his career, Meyer decided to attend Pierce Law. “The Master of Laws in Intellectual Property was a perfect choice,” says Meyer. “Pierce Law offered me multiple benefits: high value in one of the best intellectual property (IP) programs in the country, interaction with an internationally populated class of 50 foreign students, a superb library, a faculty of international experts, and, the IPSI program as a capstone where literally dozens of course offerings provided intense training in narrow areas of specialization.”

Immediately following graduation in 2003, Meyer started his consulting practice. His background as a university technology licensing professional and understanding of the dynamics in the technology transfer industry helped him to position himself close to the intellectual property gatekeepers.

As an independent contractor from 2004 to 2007, Meyer served as a program director at the University of Texas IC2 Institute and as a research fellow with the University of Texas at Austin Bureau of Business Research.

“The economic development research and report writing that I accomplished there, have served me well in my consulting practice. The link between one inventor’s hopes and dreams to a nation’s macroeconomics are not merely philosophical.”

“For example, one research project took me to Australia where a regional authority was seeking to create regional wealth through technology-based business development. And in Canada, I served as a research associate on a team studying the acceleration of technology based economic growth and entrepreneurship,” explains Meyer.

“Today, my primary services involve formulating and helping to execute business development strategies along the entire value chain on either licensing or start-up company commercialization paths,” says Meyer. “And in this regard, I must acknowledge Professors Karen Hersey and John Orcutt as directly instrumental in my success. They really changed my life.”

“My clients appreciate the special attention I pay in explaining how IP protection can tactically contribute to a sustainable competitive advantage in the marketplace. Although my work is for the most part strategic, technology-licensing negotiation is the single most important skill I bring to my work,” explains Meyer. “The make-up of

the technology transfer and commercialization industries is such that my legal training combined with my business knowledge allows me to help clients identify courses of action that have long-term implications for their financial goals.”

“I have found that cutting-edge inventive scientists tend to view the entire world from the perspective of a privileged academic culture,” says Meyer. “Consequently, the work of a consultant is critical in guiding new company founders to recruit and properly delegate authority to marketing, management and finance experts. A consultant has to very cautiously manage a client’s expectations for angel and venture capital funding,” adds Meyer. “The entrepreneur’s risk of failure is massive; as a consultant, I counsel clients across the full emotional spectrum.”

According to Meyer, his international practice is quite

“In Spain, which is under economic conditions perhaps worse than the international average, the financial crisis is requiring delicate problem solving,” explains Meyer. “Investors suffering a loss of confidence in the previously booming real estate market are being encouraged through certain government programs to redirect their activities toward high tech growth.”

“And in Bulgaria, the former communist regime left behind legacy research capacity in government agencies and not, for the most part, in universities,” says Meyer. “So, it is necessary to access and serve clients through political and sometimes diplomatic channels; the state of law enforcement is a further complication.” Meyer frequently builds cross-disciplinary commercialization teams that bring not only legal expertise but also science and business skill sets to a project.

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different from his United States based practice. “While the normal cultural, psychological and political nuances are critical factors,” says Meyer, “international IP consulting has a unique flavor of its own; policy implementation is a crucial component.”

“In Portugal, for example, at this time, the current government is dedicated to the realignment of resources toward the support of knowledge-based economic development in particular scientific disciplines. It so happens that the current Science Education and Technology Ministry is leveraging substantial political power. As a result, not only is the make-up of my preferred client selection thereby implicated, but my counsel to my Portuguese clients needs to be delivered in terms of favorable specifically-targeted governmental programs.”

Often, for many of his clients, he builds international commercialization teams both with an indigenous member who can facilitate beneficial local synergies and with American members who can facilitate access to highly desirable U.S. markets.

“Not only the program of study, but my entire educational experience at Pierce Law, is the major contributing factor to the professional success I am enjoying right now,” says Meyer. “For one year, I was immersed in a superior learning environment focusing on every aspect of international IP practice in one of the most picturesque localities I had ever had the pleasure of living in. It was one of the most rewarding and satisfying years of my life. Friendships I made then are important to me socially and professionally. I cherish the memories of that year.”

Meyer is admitted to practice in Texas, California, Colorado and Florida. He holds both an MBA and a JD from the University of Arkansas, Fayetteville, an LLM from the University of Miami, FL, and an MS in technology commercialization from the University of Texas. roberthmeyer@hotmail.com.