

William "Bill" Cassin

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Overview

William has over 17 years of experience as an attorney specializing in IP law, with nine years spent as either the head or sole in-house U.S. IP counsel for two different global multinational corporations. His practice covers all areas of IP law, including patent, trademark, copyright, and trade secret. William is a registered patent attorney before the United States Patent and Trademark Office.

William has advised U.S. and foreign companies on IP protection and procurement, portfolio management, strategy, enforcement, and risk mitigation. He routinely negotiates and drafts licenses and IP clauses in contracts and development agreements. William excels at cross-functional collaboration with business and technical team leaders to craft IP strategies to help achieve company business goals. His strong interpersonal skills and specialized experience complement his legal skills. William has a bachelor's degree in mechanical engineering, with more than six years spent working as an R&D, product development, and production engineer.

Representative Matters

- Represented a global leader in labeling and packaging materials in its acquisition of a leading provider of sports apparel customization & retail experience technology.

Credentials

EDUCATION

- Loyola University Chicago School of Law, J.D.
  - Dean’s List
  - CALI Award
- University of Illinois – Urbana-Champaign, Bachelor of Science in Mechanical Engineering

BAR & COURT ADMISSIONS

- Illinois
- United States Patent and Trademark Office

News & Insights

- William Cassin mentioned in Crain's Chicago People on the Move
  November 8, 2023 | Media Mentions
- Benesch Adds Of Counsel to Intellectual Property Team in Chicago
  October 12, 2023 | Press Releases

Speaking & Events

PAST EVENTS

- Your IP, Your Rules: Strategies for Protecting Ideas in Automated Workflows | Bill Cassin
  October 1, 2025 - October 3, 2025 | Speaking Engagement