

Dunlap Bennett & Ludwig Lawyers Secure Victory in the US Supreme Court for Client ADASA Inc.

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/EINPresswire.com/ -- [Dunlap Bennett & Ludwig](#),

PLLC (DBL) secured victory in the United States Supreme Court for its client ADASA Inc.

In its weekly Orders List, the Supreme Court, without opinion, denied a petition for a writ of certiorari filed by Avery Dennison Corp. Avery Dennison had attempted to challenge ADASA's previous victory on the issue of patent subject matter eligibility, won at the United States Court of Appeals for the Federal Circuit.

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Robert Greenspoon

Two groups of amici (“friends of the court”) filed briefs supporting Avery Dennison’s position, but to no avail. Avery Dennison and its amici sought to overturn the appeals court decision that had accepted DBL’s arguments that the patent-in-suit (for a novel RFID tag structure,

including a new coding format and data field) was not invalid as patent-ineligible.

“Avery Dennison has now exhausted its final attack against the underlying \$62 million judgment based on patent subject matter eligibility. The case is now back in the trial court for resolution of one final issue, but all issues of eligibility, infringement, and damages are now final in ADASA's favor now that the High Court has denied review,” said [Robert Greenspoon](#), DBL partner who argued successfully before the appeals court and was ADASA's lead counsel in the Supreme Court.

DBL co-counseled in the appellate proceedings with attorneys from [Friedman Suder & Cooke](#) and Jenner & Block.

About ADASA Inc.

ADASA Inc. develops intellectual property and solutions using radio frequency identification (RFID). Brick & mortar retailers are building store-based online order fulfillment solutions. A key technology requirement is to have accurate store-level inventory and "available to promise" data. That requires efficient and accurate inventory counts, preferably on a daily basis. RFID-reading

robots are under development which automatically perform that function without incurring errors or labor costs. All of this requires RFID tags with globally unique serial numbers that are based on GS1 standards and ADASA U.S. Patent Numbers 8,228,198, 9,272,805 B2, and 9,798,967. Goods not already tagged at the source can easily be tagged in-store using ADASA RFID tag encoders.

About Dunlap Bennett & Ludwig

Dunlap Bennett & Ludwig is a veteran-owned law firm with outcome-focused attorneys advising and representing clients in national and international legal matters. DBL prides themselves on prioritizing practical and effective outcomes by offering a full array of legal services and investing in long-term relationships with their clients. To learn more about Dunlap Bennett & Ludwig and how we assist you, contact us by calling 800-747-9354 or emailing clientservices@dbllawyers.com.

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Robert Greenspoon, DBL partner

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