

MICHAEL A. CHERNOFF

ASSOCIATE / DETROIT METRO OFFICE

Mike works with his clients to understand their business and the role intellectual property serves in meeting their goals. With a degree in mechanical engineering and previous industry experience, Mike applies his knowledge and work ethic to optimize an intellectual property strategy that meets each client's unique needs. He has experience managing both domestic and international intellectual property portfolios, as well as supporting clients in copyright and IP enforcement matters.

Mike's technical experience includes exposure to the automotive, manufacturing, and mechanical sectors, including technologies such as heavy machinery, consumer products, exercise equipment, software, and automotive safety. This strong technical foundation allows Mike to adapt to the latest innovations and provide clients with efficient solutions.

PRACTICE AREAS

Patents; Copyrights; International

INDUSTRIES

Automotive & Autonomous Vehicles; Consumer Products; Manufacturing; Mechanical & Electromechanical; Software & Information Technology

BACKGROUND

While attending law school, Mike participated in the Entrepreneurship and Community Development Clinic by helping to satisfy the legal needs of local businesses. In addition, Mike worked for the University of Cincinnati Technology Transfer group and assisted with the protection of inventions of university staff members and students.

Mike previously worked as a manufacturing engineer for a major fashion and consumer products company where he focused on cost saving projects and continuous improvement solutions. Prior to that, he was a test engineer for a major automotive manufacturer. His role included benchmarking competitor vehicles and working to ensure new vehicle designs met minimum standards.

As a former college football player, Mike is an avid sports fan. He enjoys fitness activities, cooking, and spending time with his fiancée.



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AWARDS & DISTINCTIONS

- University of Cincinnati College of Law, Tyler Short Award for Entrepreneurial Excellence
- University of Cincinnati Law Review, Blog Chair

EDUCATION

J.D., *cum laude*, University of Cincinnati College of Law, 2021

B.S., *magna cum laude*, Mechanical Engineering, Trine University, 2016

BAR & COURT ADMISSIONS

Michigan