



Justin L. Sage

Of Counsel

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Justin Sage represents a wide array of intellectual property clients, drawing on his extensive 25-plus years of experience serving as an intellectual property attorney at Roche Diagnostics and in private practice. He is a registered patent attorney with the U.S. PTO, and concentrates his practice in numerous areas of intellectual property counseling including portfolio management, strategy development, intellectual property due diligence assessments, contract drafting and negotiating, invention patentability assessments, patent prosecution, freedom-to-operate analysis, patent litigation, trademark and copyright counseling, and product life-cycle management.

While at Roche, Mr. Sage was a member of Roche's global IP Team where he managed and led a team of IP attorneys in Germany and the U.S. who were responsible for patent prosecution and product clearance activities for various research, development and technology projects. He was responsible for advising senior business leaders regarding IP matters, including patents, trademarks, copyrights and trade secrets, and IP infringement investigations and enforcement via litigation. Throughout his tenure, he was instrumental in managing various leadership roles within the company, serving as Senior IP Counsel, Lead U.S. IP Counsel, Global Head of IP for Diabetes Care, and most recently as IP Site Head for the Indianapolis Intellectual Property Department. Mr. Sage began his legal career at Krieg DeVault, serving as an intellectual property attorney from 1999-2004.

Education

- J.D., Washington University School of Law, St. Louis, Missouri, 1999
 - Order of the Coif
 - Articles Editor, Washington University Law Quarterly
 - Clinical clerkship in the office of Judge Theodore McMillian, U.S. Court of Appeals for the 8th Circuit
- B.S. in Chemical Engineering, University of Notre Dame, Notre Dame, Indiana, 1994

Bar & Court Admissions

- Indiana, 1999
- U.S. Patent and Trademark Office
- U.S. District Court for the Northern District of Indiana
- U.S. District Court for the Southern District of Indiana

Practices



- Intellectual Property and Technology
- Patent, Trademark, and Copyright Prosecution
- Business Services
- Manufacturing

Industries

- Health Care

Professional Associations

- Member, Indiana State Bar Association - Intellectual Property Section
 - Treasurer/Secretary, 2024-2025
- Member, Indianapolis Bar Association
- Member, Intellectual Property Owners Association

Civic Involvement

- Board Member, Notre Dame Club of Indianapolis
- Past President, Board of Directors, Prevent Child Abuse Indiana, Inc.

Seminars & Presentations

- Panelist, "Best Practices in Negotiating IP Transactions," ABA Fall Institute, 2020

Publications

- Author, "Patronizing Has Its Consequences", October 1, 2025
- Contributor, "Zimmer Biomet deal reflects strong medtech M&A activity, attorneys and analysts say", September 18, 2025
- Author, "I'm Infringing? YOU'RE Infringing!", August 22, 2025
- Author, "Intellectual Property Awareness: Critical Element of Business Planning", The Indiana Lawyer, March 20, 2025
- Author, "To Patent or Not to Patent?" December 5, 2024
- Co-Author, "Best Practices in Negotiating IP Transactions," Landslide magazine, Vol. 13, No. 4 (2021), a publication of the ABA Section of Intellectual Property Law (ABA-IPL)