

# DIVERSITY

## THE BAR<sup>®</sup>

EMPOWERING PEOPLE. INSPIRING LEADERSHIP.

## Leading Law Firm Rainmakers — 2010

This year's rainmakers were selected from a pool of nominees suggested by leading firms from across the country. Each attorney maintains a regular book of business reaching or exceeding \$2 million a year. In making its selections, MCCA weighed the attorneys' geographic locations and practice areas, as well as their gender and ethnicity, in order to present the most diverse and well-rounded group possible.

**T**hree or four times a year, Gustavo Siller Jr. travels to China. Each visit, he zigzags the massive country providing IP education. "Innovation and technology in China are huge, but a lot of their companies don't know how to go global. They're not used to entering foreign markets and are unsure about how they should be protecting their technology and products and where they should be spending money," he explains. "Our challenge is to convince clients and prospective clients that we will provide more value than they will spend."

Siller's other rainmaking role at Brinks is that of relations partner. As the point person to three or four of the firm's largest clients, he does some litigation, but is mainly focused on keeping these key clients out of litigation and supervising their patent portfolios. "For some of our clients we're the only IP firm they use and I want to maintain that," he says. "For those who use us and others, my goal is to convince them to make ours their only firm."

Born in Mexico, Gustavo earned his J.D. at DePaul University and has lived most of his life in the Windy City. His advice to young attorneys seeking rainmaker status is not to make the mistake of looking at things on a project-by-project basis. "Doing pristine work is great, but until you understand the client's business you'll never be the go-to person. Clients call me because I've worked hard to know their business and to understand their individual litigation philosophy."

**Gustavo Siller Jr.**  
*Shareholder*

Brinks Hofer Gilson &  
Lione  
Chicago, IL

Years Practicing: 27  
Area of Practice:  
Intellectual Property



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