

Greg Collins

Partner

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Phoenix – 602.735.2669



Greg is trusted by leading companies to resolve their most complex commercial and intellectual property disputes.

Greg is a nationally recognized trial lawyer and three-time *Best Lawyers*® “Lawyer of the Year.” Active as Co-Chair of the Arizona Technology Council’s Legal Subcommittee and a member of Dorsey & Whitney’s Artificial Intelligence Subcommittee, Greg is at the forefront of leveraging technology and AI to drive efficient, effective litigation strategies.

Greg is trusted by Fortune 500 and emerging growth businesses alike to handle their complex commercial litigation and intellectual property disputes involving multi-million-dollar claims and nine-figure exposures.

As lead trial counsel, Greg has secured multi-million-dollar verdicts and arbitration awards and successfully defended clients against claims exceeding \$100 million. Having represented both plaintiffs and defendants, he understands the strategies and vulnerabilities on each side of a dispute—an advantage that allows him to anticipate opposing tactics and craft winning approaches. Known for his aggressive, trial-ready style, Greg prepares every case as if it will go to verdict, a discipline that consistently drives favorable settlements and courtroom victories.

Beyond the courtroom, Greg is deeply engaged in the Arizona business and technology community. He has taught continuing legal education programs nationwide and served as an adjunct professor of law, sharing his expertise in intellectual property and trial strategy with both practitioners and the next generation of lawyers.

Select Experience

- Lead counsel for client asserting patent rights against infringers across the United States.
- Coordinated intellectual property enforcement of copyrights for major motion picture

Education

- University of Arizona, James E. Rogers College of Law (J.D., 2004)
– *cum laude*
- University of Arizona (B.A., 2001)

Bar Admissions

- Arizona

studios in Arizona courts.

- Obtained unanimous jury verdict for client at trial on claims for trademark infringement and cybersquatting.
- Successfully represented clients at trial, obtaining multi-million dollar judgment.

Court Admissions

- Supreme Court of Arizona
- United States Court of Appeals, Federal Circuit
- United States Court of Appeals, Ninth Circuit
- United States District Court for the District of Arizona
- United States District Court for the District of Arkansas

Professional Affiliations

- Co-Chair, Arizona Technology Council's Legal Subcommittee
- Member, Dorsey & Whitney's Artificial Intelligence Subcommittee
- Member, Scottsdale Leadership Class XXX.
- Active member of the community, having organized community fundraisers for local organizations, including STARS: an organization that helps developmentally disabled individuals integrate into the community.
- Member, Maricopa Bar Association's Technology & Intellectual Property division
- Member, Arizona Bar Association's Committees on Intellectual Property and Trial Practice.
- Adjunct Law Professor, Intellectual Property, 2012-2015
- United States Senate Judiciary Committee, Office of Senator Jon Kyl

Accolades

- *Best Lawyers® Lawyer of the Year*, Intellectual Property Litigation, Phoenix, 2026
- *Best Lawyers in America®*, Intellectual Property Litigation, 2018-2026
- *Best Lawyers in America®*, Patent Litigation, 2018-2026
- *Southwest Super Lawyers®*, Intellectual Property Litigation, 2015-2026
- *Best Lawyers® Lawyer of the Year*, Patent Litigation, Phoenix, 2024-2025
- *IAM Patent 1000*, "World's Leading Patent Professionals," 2024-2026
- Dorsey & Whitney – Scales of Justice Team Award (Arizona Justice Project Case Review Team), 2025
- *Best Lawyers® Lawyer of the Year*, Patent Litigation, Scottsdale, 2019, 2021, 2023
 - [Video profile: 2025 Lawyer of the Year Award](#)
- Arizona Magazine, Top Lawyers in Arizona, 2015-2025
- America's Top 100 High Stakes Litigators, 2018-2019
- Top 50 bench verdicts Arizona, 2016
- *Southwest Super Lawyers®*, "Rising Stars," Intellectual Property Litigation, 2008-2014
- Arizona State Bar, Arizona Civil Jury Instructions Committee, 2012-2015
- Arizona's Finest Lawyers Member
- AV Preeminent Rating – Martindale-Hubbell

Additional Information

- “Protecting Your Company’s Reputation: Online Defamation Strategies that Work and When to Use Them,” Association of Corporate Counsel, December 2016
- “Did Deflategate Take the Air Out of Binding Arbitration,” Corporate Disputes Financier Worldwide, 2015
- “Left Shark Wades Into The Unsettled Waters of Copyright Law,” Record Reporter, 2015
- “Purposes Not Prohibited,” New Federal Rule of Evidence 408(b), CREIGHTON L. REV. 679, June 2007

Select Speaking Engagements

- Presented a mock Markman hearing for Arizona Intellectual Bar Section for the Arizona State Bar, CLE in the Gardens, March 2017
- *AdWars: Avoiding, Defending & Prosecuting Lanham Act False Advertising Claims*, Association of Corporate Counsel, October 2016
- Mr. Collins is relied upon by several news organizations to provide commentary regarding intellectual property and internet related legal issues.