



## Intellectual Property

Regularly recognized as one of the top law firms in the state for intellectual property law, we have deep experience in protecting and enforcing trademarks, copyrights, patents and trade secrets through registration, licensing, litigation and dispute resolution.

### Global Portfolio Strategy, Registration & Management

We are experienced in worldwide trademark clearance, registration and portfolio management, complex design and certification marks, and domain name protection. We also provide strategic advice involving leading-edge copyright issues, including digital music, media and online content. Working closely with our global network of associated counsel, we represent our clients' interests in jurisdictions around the world.

### IP Transactions & Due Diligence

Our team includes transactional attorneys with experience in all manner of development, license, acquisition and transfer agreements. We work on the front lines, assisting some of the world's leading purveyors of technology and digital content in developing innovative means of protecting, leveraging and monetizing their intellectual property. We have particular experience in sophisticated license agreements for software, technology services and mobile applications.

We negotiate and conduct due diligence for corporate transactions, and investigate and structure IP ownership and security interests. We help companies structure employee and management agreements and relationships to protect corporate confidences, trade secrets and proprietary information, and provide in-house training and workshops for employees who are involved with the company's intellectual property.

### Litigation & Dispute Resolution

Results matter. When disputes arise or enforcement actions are necessary, our nationally recognized IP litigation team draws on its extensive trial and appellate experience to safeguard clients' interests. We routinely litigate intellectual property matters in state and federal courts and in contested proceedings before the U.S. Patent and Trademark Office. Our IP litigators

have successfully resolved cases involving patents, trademarks, trade secrets, copyrights and domain names, involving all manner of technology and industries, from retail goods and services to telecommunications and music. We also help our clients with pre-litigation analysis and investigation, including complex trade secret cases. Although our team includes experienced trial lawyers, we recognize that litigation is not always the answer. We are skilled in alternative dispute resolution, including arbitration and mediation. We focus on cost-effective approaches and our clients' business objectives.

## Advertising & Marketing

We work closely with our clients to successfully negotiate the complex regulations and statutes concerning advertising, marketing and sweepstakes. We understand that marketing decisions are implemented in real time, and we recognize the importance of promoting and protecting our clients' brands. Clients rely on us for responsive, targeted, effective solutions.

## Privacy & Data Protection

Consumer loyalty is critical to every company's success. We assist clients in navigating applicable rules and regulations, and in drafting and complying with privacy and data protection policies to protect their competitive positions.

To discuss your company's intellectual property needs, contact one of our Intellectual Property lawyers.