



## PROTECTING YOUR VALUABLE INTELLECTUAL PROPERTY

Businesses often discover that intellectual property (“IP”) law can help to protect what truly differentiates them from their competitors, whether it be an innovative product, a new process that provides a significant manufacturing advantage, a valuable new use for a product previously marketed in another field, or a trademark that truly resonates with customers in the marketplace. Having taken the technical and financial risk to develop a valuable IP asset, why leave it unprotected for a competitor to copy?

Attorneys in our IP practice group help our clients correctly identify their IP issues and provide them with creative and appropriate solutions. These solutions have included:

- Preparing and filing patent applications to protect inventions by our clients within the chemical, mechanical, electrical, biotech, medical, agricultural, and business method fields and, with the assistance of carefully selected foreign patent firms, prosecuting patents in both the U.S. and internationally.
- Advising clients on the selection and registration of trademarks, service marks, and domain names, both in the U.S. and internationally, and providing advice concerning the appropriate usage of trademarks to build and protect rights in a mark and to avoid infringement of trademarks belonging to others.
- Assisting clients in the management of large trademark portfolios and with monitoring and enforcement of trademarks.
- Counseling clients on copyright issues relating to business, including “work-made-for-hire” issues with respect to contractors and suppliers who may be involved in the development of products or processes.
- Determining whether certain products are entitled to copyright protection, including computer software, training materials, manuals and marketing copy, and assisting clients in registering copyrighted materials.
- Counseling regarding the steps necessary to protect trade secret information, such as through confidential agreements, document and infrastructure security, and employee education.
- Assisting clients with IP transactions, usually by preparing confidentiality, license, research, joint development, or consulting agreements. Our IP attorneys also assist attorneys in our business law practice group with merger and acquisition transactions where IP assets may represent a substantial portion of the value of the deal.
- Partnering with members of our litigation practice group to defend clients against patent, trade secret, trademark, or copyright infringement claims and to enforce the rights of our clients in their IP assets.

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