



Intellectual Property

Our high-powered intellectual property and technology transactions team combines a wealth of experience in all aspects of IP law, including counseling, litigation and prosecution of patents, trademarks, service marks, domain names, trade dress, trade secrets, copyrights and advertising claims in our nationally acclaimed practice. We have obtained major victories for some of the most innovative brands and Fortune 500 companies and negotiated some of the largest technology deals in the United States and abroad. Our IP lawyers protect and leverage our clients' intellectual property assets to obtain the results that drive business forward.

Trademarks, Copyrights & Trade Secrets

Drawing on our attorneys' recognized capabilities in copyright counseling, protection and registration, we help our clients—from individual writers and musicians to software companies and Fortune 500 companies—identify, protect and defend their valuable works of authorship. We have cleared, registered and managed thousands of domestic and international trademarks and fiercely prosecute infringement cases in federal courts. Our state-of-the-art trade secret programs protect our clients' trade secrets and proprietary information from theft by existing employees or competitors.

Patent Counseling & Prosecution

Our practice includes 25 registered patent attorneys licensed to practice before the U.S. Patent and Trademark Office. Last year alone, our patent group assisted clients in obtaining 318 U.S. patents and 216 international patents. We have prepared domestic and international patent applications for technologies, including electrical, mechanical, software and business methodologies, counseled on patent infringement cases and successfully won all aspects of validity challenges and appeals. In 2017, our patent prosecution team led the nation in post-

KEY CONTACT

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FOCUS AREAS

Intellectual Property Litigation & Enforcement
Patents
Trademarks, Copyrights & Trade Secrets
Commercial & Technology Transactions
Cybersecurity & Data Privacy
Advertising & Social Media
Life Sciences & Biotech



Alice patent rejection reversals achieving an allowance rate of 84.6% versus a national average of approximately 50%.

Intellectual Property Transfers & Licensing

Market-leading corporations and businesses rely on us to negotiate the acquisition, licensing and distribution of technology including hardware purchases and leases; software purchases; licenses and sublicenses; data distribution and licensing arrangements; and various reseller, OEM and private labeling agreements. We negotiate with all the major IT hardware and software vendors, including Avaya, Cisco Systems, Hewlett-Packard, Microsoft, Oracle, IBM and Sun Microsystems.

Intellectual Property Litigation & Enforcement

Our attorneys protect our clients' intellectual property assets, such as patents, trademarks, copyrights and trade secrets, in federal and state courts, as well as before the U.S. Patent and Trademark Office, the International Trade Commission and the Trademark Trial and Appeal Board. The firm has obtained favorable decisions to protect proprietary rights of our clients at all stages of litigation. We are also successful in negotiating favorable settlements for clients without resorting to litigation in instances when this was in our clients' best interests.

Information Governance and Data Privacy

We work with companies to manage their data, minimize risk and maximize value. We counsel clients with respect to data protection, security threat preparedness, international privacy laws, internal privacy policies and training. In an increasingly complex and connected business environment, access to valuable data creates the need to organize efficiently while enhancing operations. Significant business and legal risks continue to proliferate as the United States and other countries increase scrutiny and enact enforcement related to data privacy. Companies have a renewed responsibility to protect data from those who could illegally access it, thereby endangering their enterprise and their clients.

Focus on Highly Regulated Industries

We leverage our wide-ranging experience in intellectual property law to provide representation to some of the most highly regulated industries in the world. Our lawyers advise the firm's world-class hospitality & leisure clients on industry-unique IP challenges. We counsel food and beverage, consumer products, financial services, health care and global retail businesses regarding advertising, marketing and social media issues involving copyright, trademark and the ever-changing work of data privacy and information governance. Attorneys in our IP group combine technical life sciences backgrounds with legal skills to protect complex biologic and pharmaceutical innovations for some of the industry's biggest names.

INTELLECTUAL PROPERTY

