

## Intellectual Property

Companies, whether large or small, public or private, focused on emerging technologies or old-line industries, all aspire to maximize their profitability. All too often, in the hustle and bustle of running global organizations or the day-to-day operations of a street corner deli, opportunities go overlooked.

That's where we come in – working closely with clients to identify opportunities to create assets that help accomplish business and technology objectives.

After our merger with Chicago IP boutique, Welsh & Katz, Ltd., Husch Blackwell's IP department has more than 90 attorneys who focus on all aspects of intellectual property and technology law, including:

- Advertising & Marketing
- Entertainment & Media
- Food Law
- Intellectual Property Counseling
- Litigation
- Patents
- Technology & E-Commerce
- Trademarks & Copyrights
- Trade Secrets

In addition, more than 45 of our intellectual property attorneys are registered to practice before the U.S. Patent and Trademark Office. Our legal and technical knowledge enables us to guide our clients in transactions involving intellectual property acquisition, development, maintenance, protection, enforcement and commercialization.

## Creation, Acquisition and Evaluation of Intellectual Property Rights

Examples of our experience with creation, acquisition and evaluation of rights include:

- Preparing and prosecuting patent applications worldwide encompassing a broad spectrum of technologies and technical disciplines
- Providing patentability and infringement evaluations, including right-to-use and patent validity options
- Providing trade dress and trademark availability and infringement evaluations and preparing and prosecuting trademark applications worldwide
- Conducting copyright investigations and preparing and prosecuting copyright applications worldwide
- Obtaining protection for software programs, product packaging, product configuration, product design and multimedia materials worldwide
- Reviewing advertising and marketing programs

## Transactional Work and Management of Intellectual Property

- Transferring and licensing all forms of technology and intellectual property rights
- Preparing and negotiating employer/employee proprietary rights agreements, non-disclosure agreements, confidentiality agreements and non-compete agreements
- Preparing and negotiating website developer/designer agreements, website hosting agreements, and internet service provider agreements
- Conducting intellectual property audits and developing trade secret protection programs
- Creating management programs for all types of intellectual property estates, including patents, trademarks, copyrights, domain names, licenses and agreements
- Developing joint venture strategies and agreements
- Providing watch services for and surveillance of all forms of intellectual property worldwide