

# Intellectual Property

*Safeguarding and leveraging IP assets on a global scale*

Your original works are your company's currency. Our team of more than 130 professionals identify, protect and leverage the value of clients' creative and intellectual assets on an international scale, and we deftly navigate issues related to patents, trademarks and copyrights across numerous industries and scientific disciplines. Our experience also extends to legislative and regulatory affairs, where we play an active role in shaping intellectual property policy. And, when litigation is necessary to defend or leverage your intellectual property, our trial attorneys have the experience and skills to give you a competitive edge.

Strategies tailored to the regulatory, market and technology challenges of many industries, including:



Health and Life Sciences



Consumer Products and Retail



Insurance and Financial Services



Food and Beverage



Real Estate and Construction



Fashion



Agribusiness



Software and Electronics



Sports, Entertainment and Media



Chemicals and Industrial Products



Energy and Natural Resources



Technology

## How We Add Value

**More than 130** intellectual property professionals across the United States and abroad

**More than 70** intellectual property professionals with deep experience across a range of core technical disciplines, nationwide

**More than 40** attorneys and agents registered to practice before the U.S. Patent and Trademark Office (USPTO)

**Distinct service sectors:** Patent; trademark, copyright, advertising and media; technology transactions; and IP litigation

**Leading-edge experience** across a wide range of industries

**Quality, cost-conscious services**, backed by the resources of an international law firm

**Modular, client-centric services** to fit the needs of a range of clients, from startups to multinational corporations

**Strategic matter staffing** with a focus on cost mitigation and value generation

**Client-tailored program offerings**, covering current legal issues and trends that matter most to you

**Proven track record of success** in litigation in districts across the United States

## What We Do

### IP Litigation

- Patent infringement litigation
- Trademark infringement and dilution litigation
- Copyright infringement litigation
- False advertising and unfair competition litigation
- Trade secret misappropriation litigation
- Right of publicity litigation
- Technology-related license and other commercial disputes
- ITC proceedings

### Trademark, Copyright, Advertising and Media

- Global trademark and brand portfolio management
- Trademark searching and clearance
- Copyright review, counsel and clearance
- Digital rights management
- Domain name disputes
- Ad clearance and claim substantiation
- Counsel on FTC compliance
- National Advertising Division proceedings
- Issues related to advertising in social and other new media
- Sweepstakes, contests and promotions

### Patents

- Global patent portfolio management
- *Inter partes* review, post-grant proceedings and interferences
- Patent portfolio analysis, strategy and development
- Opinions of counsel
- Patent due diligence for transactions
- Product clearance

### Technology Transactions and Licensing

- Technology, data, content and brand licensing
- E-commerce and M-commerce transactions
- IT transactions
- Outsourcing
- Smart contract, blockchain and AI
- Technology distribution and reseller agreements
- Technology development and licensing
- Technology vendor contracts

## Core Technical Backgrounds

More than 70 intellectual property professionals with one or more advanced degrees in core technical areas, including:

Applied Optics
Artificial Intelligence
Biochemistry
Biology
Biomedical Engineering
Chemical Engineering
Chemistry
Civil Engineering
Computer Science
Computer Software
Doctor of Medicine
Electrical Engineering
Immunology
Materials Science
Mathematics
Mechanical Engineering
Physics
Virology

## About Faegre Drinker

**1,200+** attorneys, consultants and professionals

Locations across the **U.S.**, and in **London** and **Shanghai**

**Mansfield Certified Plus** for commitment to diversity and inclusion

## Contact Us



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