



GRAY REED®

INTELLECTUAL PROPERTY

According to industry and financial experts, more than three-fourths of the value of today's most sizeable commercial companies is in intellectual property assets. The success and even viability of most businesses and institutions now depend on strategically and effectively identifying, protecting, commercializing, enforcing and defending the use of intellectual property assets. With industry knowledge, and working in a team-like collaboration with their clients, our attorneys develop comprehensive strategies and solutions for the myriad of intellectual property issues facing all businesses and institutions of today.

From publicly-traded companies to local start-ups, our clients in the intellectual property realm include service industry providers, universities and research institutions, financial institutions and funding groups, entrepreneurs, manufacturers in the telecommunications, healthcare, energy and technology industries, and other developers and users of leading-edge technologies and other IP assets.

IP PROTECTION, EVALUATION OF IP PORTFOLIO AND FREEDOM TO OPERATE

Our IP attorneys are skilled at identifying and strategically building their clients' intellectual property portfolios to most effectively leverage patent, trademark, copyright and trade secret-related assets in the global marketplace. Our attorneys are continually engaged in obtaining patents, trademark and copyright registrations throughout the world, structuring and negotiating IP-related licensing arrangements, and valuating corporate IP portfolios. Drawing on their expansive IP litigation experiences to bring from the abstract to the practical, and often teaming with our other attorneys from corporate, securities and other disciplines, our firm's IP attorneys frequently provide merger and acquisition-related due diligence and freedom-to-operate analysis.



LITIGATION

Our intellectual property litigation team represents parties who are alleged to have infringed the patent, trademark or other intellectual property rights of others, and pursues the claims and remedies of those whose intellectual property rights are infringed.

With known expertise and willingness to fully litigate and handle appellate issues relating to their clients' intellectual property disputes, we have a proven record of successfully handling high-tech, high-stakes matters for both plaintiffs and defendants. Our lawyers combine a wealth of technical and industry know-how with practical litigation strategies and trial experience to maximize our clients' chances for achieving successful and efficient results.

Our attorneys resolve patent, copyright, trademark, trade secret and other complex IP litigation issues in the trial and appellate courts throughout the U.S., as well as before the U.S. Patent and Trademark Office, and the U.S. International Trade Commission. Our attorneys are equally skilled at achieving favorable outcomes in alternative dispute resolution forums.

WHY CLIENTS FEEL AT HOME AT GRAY REED

Your experience with our IP attorneys will be fully aligned with your goals and objectives and tailored specifically to how you want to do business with us. Our lawyers are adaptable and nimble – you will never be forced into a box that doesn't fit your opportunity or problem, or your needs and desires. Whether we are your longtime partner in building your IP portfolio or representing you in the courtroom, you'll be comfortable with our skill and practical approach. We know exactly when to turn up the heat and when collaboration is the smartest way for clients to achieve their goals.