

# IP Solutions

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## We Offer Solutions

Seyfarth Shaw's Intellectual Property ("IP") practice is a full service partner that helps clients identify and secure their intellectual property rights, exploit them in the marketplace, and enforce or defend them anywhere they do business. We bring the full strength of the firm to bear by leveraging all groups to effectively and efficiently address our clients' problems. This allows us to offer clients more than just legal services—our nationwide team of practitioners offers a full spectrum of solutions for your intellectual property needs. Seyfarth Shaw's IP Solutions also embraces *SeyfarthLean*—our fresh approach to thinking about and executing on the delivery of legal services. This new way of delivering value provides maximum efficiency and predictability to our IP clients.

**Patent Litigation:** We understand that patent litigation trials may directly affect your company's product, market share, and revenue stream. We have extensive experience at the trial level, at the Court of Appeals for the Federal Circuit, in the International Trade Commission and in related proceedings before the United States Patent and Trademark Office. We provide a comprehensive strategy, as well as core patent litigation infrastructure, designed in the context of each particular case to have the highest likelihood of success for your company's patent infringement litigation.

**Trade Secret Litigation, Enforcement & Counseling:** Seyfarth Shaw's nationally recognized Trade Secrets group protects and defends clients against those who improperly handle proprietary technological and business related information, violate non-compete agreements, improperly solicit customers, remove electronic data from businesses, and/or raid employees. Should trouble arise, we aggressively pursue injunction proceedings with an experienced team of trial attorneys and eDiscovery practitioners.

**eDiscovery:** We have a dedicated eDiscovery practice group with attorneys who have training, technical knowledge, and experience in a wide range of IT-related areas, including computer software engineering, network administration, and data storage.

**Patent Prosecution & Counseling:** We advise clients on optimal strategies for procuring patents and managing their portfolios. We also counsel on regulatory exclusivity and provide opinions with regard to patentability, freedom-to-operate, validity, and potential infringement.

**Trademark, False Advertising & Unfair Competition Litigation:** We have a proven record of success in obtaining temporary restraining orders, injunctions, and seizure orders in cases where every hour is crucial to the client's bottom line. We have achieved great results for clients in pursuit and in defense of trademark, false advertising and unfair competition litigation. We also handle oppositions, cancellations, and appeals before the United States Patent and Trademark Office and enforce trademarks in foreign countries.

**Trademark, Prosecution & Counseling:** We help clients to develop their trademark, service mark, or trade name; to obtain clearance and proper licensing of that mark; and to think ahead to identify potential points of infringement.

**Copyright Enforcement & Counseling:** We help clients strategically review and assess the value of their copyrightable material. We ensure those rights remain protected by prosecuting and defending infringement actions in the federal district courts.

**Advertising, Promotion & Sweepstakes Law:** We regularly assist clients in preparing advertising and promotions, including sponsorship and spokesperson agreements, as well as social networking and advertising and promotion campaigns. We also help to structure sweepstakes and contests. We prosecute and defend litigation (including class actions) and National Advertising Division (NAD) disputes involving advertising, promotions, and games.



Surrounding our clients with a full spectrum of intellectual property and related legal services solutions

**Licensing & Strategic Alliances:** We help clients achieve their business goals through licensing, joint ventures, and/or strategic alliances. We capitalize on our deep and broad ranges of technical knowledge, business acumen, and legal experience to fully exploit and leverage clients' IP rights. Consequently, we generate value for clients, pinpoint opportunities that they may overlook, and help clients to take advantage of them.

**Internet Law:** We help clients understand the continually evolving legal principles governing Internet conduct and commerce. We regularly draft terms and conditions for websites, and acquire and register domain names. We are experienced in resolving domain name disputes, either by bringing traditional trademark claims in the courts, or an administrative procedure through the Internet Corporation for Assigned Names and Numbers (ICANN).

**Privacy & Security Law:** We proactively work with clients to avoid security breaches that could lead to costly litigation, fines, audits, and an immeasurable loss of consumer trust. If a security breach occurs, we are prepared to investigate the incident and advise clients on how to best communicate the breach in accordance

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with the applicable state security breach notification laws. We also defend Federal Trade Commission (FTC) investigations and enforcement actions; prosecute and defend actions involving defamation, misappropriation, disparagement, and "spoofing" on web sites; and litigate matters involving hacking into computer networks and e-mail systems.

**IP-Related Antitrust Litigation:** We have extensive experience in handling sophisticated and complex antitrust cases related to IP enforcement and defense, including "series or pattern" antitrust actions involving multiple assertions of patents or other IP.

For more information about Seyfarth Shaw's IP Solutions, go to [www.seyfarth.com/Intellectual-Property](http://www.seyfarth.com/Intellectual-Property). ■

## About Seyfarth Shaw

Seyfarth Shaw was founded in 1945 by three lawyers and has grown to more than 800 lawyers across ten offices. We handle issues for our clients in all key areas including commercial litigation, construction, corporate and finance, employee benefits, environmental, government contracts, intellectual property, labor and employment, litigation, real estate, securities litigation, trade secrets, trusts and estates, and workouts and bankruptcy, among others.

Our success is the result of a constant, unrelenting focus on the needs of our clients. Our commitment to excellence and our belief in the strength of a team-based approach to the delivery of our services offers an atmosphere of creative and innovative thinking.

Our clients are our partners in business and we are committed to listening to their needs and to aligning the skills and abilities of our people to respond to those needs. Our clients range from *Fortune* 100 to midsize companies, and include publicly traded and privately held companies. We represent clients of all sizes across all industries and we are diligent in providing the same level of commitment to each client.

## Breadth. Depth. Results.

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