

## Intellectual Property

Intellectual property (“IP”) matters often involve technical details and intricate procedures. Gresham Savage's IP attorneys know how to approach these complicated issues as well as being able to advise how to avoid making straightforward issues complex. Our depth of IP law experience spans the firm, and we regularly leverage our full range of resources. Our experience in IP law is borne out by our established success in the courtroom, in prosecution of trademarks and copyrights, and across the negotiating table.

Our attorneys are well qualified to multi-task within the broad discipline of IP law. During the course of any given day, it is not unusual for one of our attorneys to be busy handling a patent infringement litigation, drafting a motion for a temporary restraining order in a trademark infringement case; negotiating a website development agreement; counseling a client on the legality of its activities under the copyright laws; and negotiating key intellectual property aspects of a merger or acquisition.

As product development and IP assets grow, so do the threats against both. Skilled trial lawyers and technology experts are needed to safeguard these investments. Gresham Savage offers significant resources representing and advising clients on all aspects of intellectual property:

- Trademark
- Copyright
- IP Litigation (patent, copyright, trademark, trade secrets)
- IP Licensing
- IP Enforcement Programs
- Trade Secrets
- Franchises
- Internet
- Advertising
- Unfair Competition
- Outsourcing and Managed Services

- IP Issues in Business Transactions

Clients include both U.S. and non-U.S. enterprises, ranging from small startups to Fortune 500 companies. We provide strategic advice and representation throughout the complete lifecycle of our clients' products and services, from research and development, financing, marketing, and licensing to the enforcement of relevant rights.