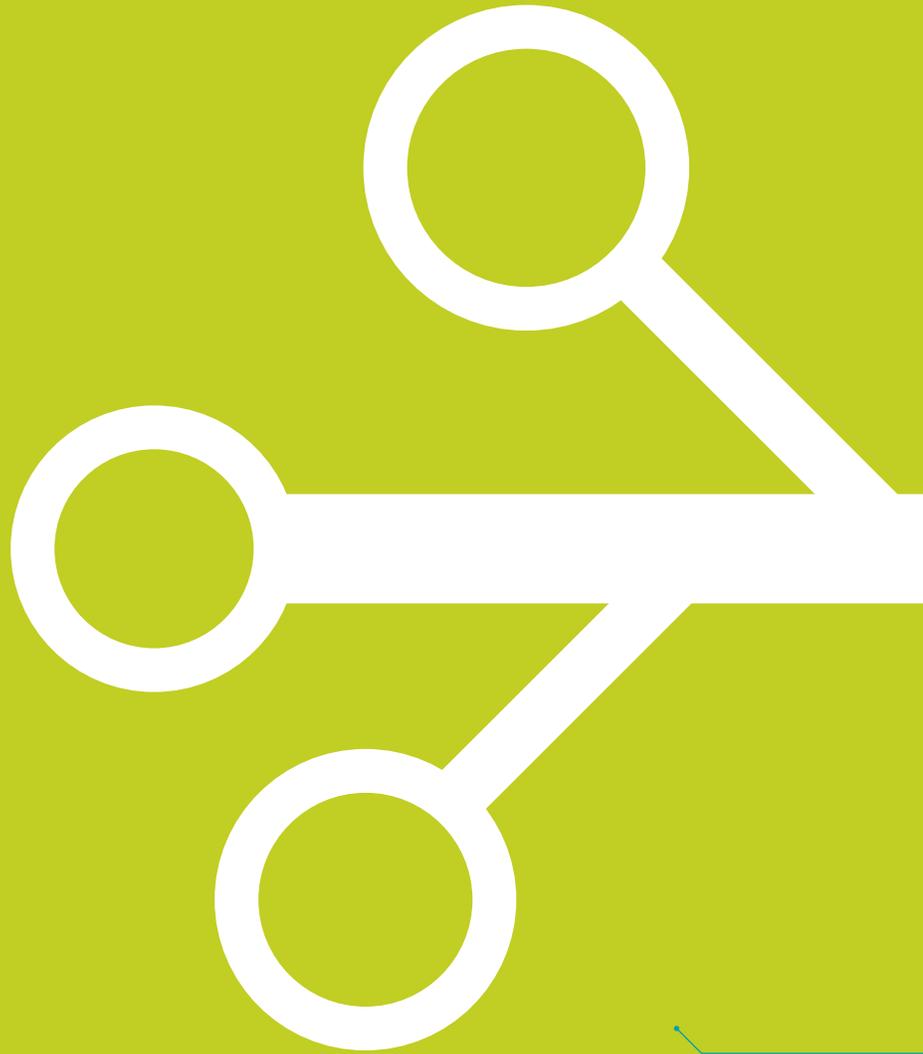


# Intellectual Property



# Driving Business Advantage

To succeed in today's technology-driven world, every company must **maximize the strategic value** of its intellectual property. At Foley Hoag, we use our **technical expertise and deep experience** to enhance the power of your technology globally.

Claims to exclusive ownership of a process, design or product raise complex issues. In today's global marketplace, conflicts have increased—making **intellectual property management a top priority for successful companies**. We will help you:

- Implement a strategy to protect and expand your intellectual property assets
- Proactively protect your assets to keep your success on track
- Evaluate the validity of conflicting claims, and if necessary, take action to defeat those claims
- Resolve conflicts through commercial agreements

We can help you manage your current intellectual property assets and **build value for your new technologies** or other inventions. Our intellectual property lawyers have earned a reputation for creatively handling the full range of intellectual property, including patent, trademark, copyright, trade secrets, due diligence, and litigation throughout the United States and internationally for large and small businesses, universities, individuals, venture capital firms and institutional investors.



## Our Services

### Diligence

Providing you the freedom to operate your business at maximum efficiency is our aim. We help our clients, including companies of all sizes, financial institutions, venture capitalists and others, evaluate intellectual property through a variety of services including:

- Patent portfolio audits
- Clearance studies
- Patent landscape analyses

Our intellectual property opinion capabilities provide our clients with peace of mind in the day-to-day operation of their business; and our patentability and infringement opinions provide the best position for our clients, either offensively or defensively.

Our Ph.D. scientists, intellectual property lawyers and corporate lawyers often work together to provide comprehensive and thorough due diligence and opinion counseling to our clients.

### Patent Prosecution

Your business success is our ultimate goal. We will work as part of your team to develop a comprehensive, global patent strategy aimed at providing maximum competitive advantages for your company.

Our patent teams include experienced professionals who are exclusively devoted to protecting our clients' patent rights. We provide in-house scientists, medical doctors, and engineers to help you define cutting-edge inventions. Working closely with our network of highly competent foreign patent lawyers we will prepare and prosecute your patent applications globally, including international applications under the Patent Cooperation Treaty.

### Dispute Resolution

Our overriding objective is to resolve your case at the earliest opportunity under the most favorable terms. We help our clients stay competitive by resolving their intellectual property disputes through the most effective means, including licensing, alternative dispute resolution or litigation.

We have proven experience to handle your intellectual property disputes, whether they involve patents, trade secrets, trademarks, or copyrights. If you are facing such a dispute, you can depend on us to assemble an experienced team matched to the nature of your dispute, and to the technology involved. Then we will work with you to determine the most effective approach for a quick resolution. This might include negotiating a licensing or other agreement, structuring an alternative dispute resolution arrangement or, when necessary, litigating on your behalf, always seeking creative means to bring the case to early resolution, and mindful of your business objectives and budgetary constraints.

Our litigators approach each case as a problem in communication skills: how to present the often-complex technical and legal issues to a judge or jury in clear, simple, persuasive language.

To help tell your story in a succinct way, we select scientific and economic experts with the same goal in mind; and we work with leaders in their fields at top universities and research institutions.

At all stages of your case, our patent litigators will work collaboratively with your in-house scientists and patent specialists. We also collaborate with other Foley Hoag professionals who have specialized technical knowledge, such as hands-on experience in biochemistry, molecular biology, immunology, medicine, surgery, computer and Internet technology, electrical engineering, mechanical engineering and physics.

### Diligence

### Patent Prosecution

### Your Product

### Licensing & Technology Transfer

### Branding & Trademark Protection

### Dispute Resolution

### Licensing & Technology Transfer

Our Technology Transfer and Licensing lawyers will guide you through your technology licensing and transfer negotiations and offer innovative options to overcome any obstacles. We provide experienced counsel for all types of transactions, from simple license agreements to complex, multi-party, international joint ventures.

Our team of experienced professionals can provide you with sophisticated advice on how to best structure license agreements to protect and enhance all types of intellectual property. While we are often involved in highly complicated transactions, our focus is on providing you with practical, cost-effective advice.

We regularly advise our clients, both national and international, on transactions in a broad area of technologies, including:

- Biotechnology
- Pharmaceutical
- Medical devices
- Renewable energy
- Software
- Internet
- Computer hardware
- Manufacturing

### Branding & Trademark Protection

Developing and maintaining your brand identity is crucial to your company's success. At Foley Hoag, we focus on protecting our clients' brands worldwide through thoughtful, experienced handling of all types of trademark, trade dress, domain name and unfair competition matters.

On behalf of our clients, we oversee thousands of trademark registrations and applications in more than 150 countries. We also guard our client's rights against infringement, negotiate license agreements and other brand-related transactions, and prosecute and defend legal proceedings involving trademark rights.

On an ongoing basis, we have a large staff of trained legal assistants and clerks dedicated to monitoring our clients' trademark filings. Our staff gathers and prepares necessary documentation, and conducts trademark searches worldwide. We use a state-of-the-art database, located on our premises, to manage and report our clients' trademark registrations and applications; and we provide around-the-clock Web site access to clients so they can monitor their trademark portfolios in real time.

