

Intellectual Property Practice

Patents, Trademarks, Copyrights and Trade Secrets Services

Our Services

Intellectual Property (IP) assets are among the most important assets on a company's balance sheet. IP (patents, trademarks, copyrights, and trade secrets) includes a variety of business assets. These assets generate future economic benefits, but their value is often underestimated and unprotected. Experts such as Leonard Nakamura of the Federal Reserve Bank of Philadelphia estimate that about half of the \$2 trillion businesses invest each year represents intangibles rather than plant and equipment.

Here is a list of IP assets you may possess:

- ✓ **Barriers to Competition**
This could include brand names and customer lists
- ✓ **Intellectual Property**
Registrable property such as patents, trademarks, and copyrights
- ✓ **Legal Rights**
Such as licensing agreements, franchises, and copyrights
- ✓ **Relationships**
Your investment in employee training, supplier relationships, and distribution systems
- ✓ **Computer software**
Developed internally or acquired from the outside
- ✓ **Confidential Information**
Any non-public information used to compete

Exploit Your IP

The rules pertaining to these legal areas are arcane and difficult to understand. However, as a business, you can take advantage of your IP in a number of simple, cost-effective ways. Sometimes, it is just sitting down and looking at your operations, industry, and competitors. After doing this, you can take

better advantage of the laws and use your IP to your maximum economic gain.

How We Can Help You – Solutions

Your rights can reside in many diverse forms and each is subject to protection using different methods. We can help you decide how to fortify your valuable IP position in a financially effective way.

Our attorneys have counseled companies across a wide range of IP issues. We would like to help you take the greatest advantage of the laws to create the best profitability for your company.

Available Services

- Audit your IP portfolio and processes
- Federally register trademarks
- Create procedures to protect trade secrets
- Draft Licensing Agreements
- Design strategies to commercialize your IP portfolio
- Develop a method to identify intellectual property
- Assess and grade IP
- Build an invention reward system
- Assure the correct use of IP-related clauses in form contracts
- Create a searchable IP inventory
- Construct an Invention Disclosure Process
- Devise an overall system to protect IP
- Create clean room practices
- Establish entrance and exit interview processes to protect IP
- Create IP questionnaires to identify IP
- Review product technology for IP protection
- Analyze litigation alternatives in the event of infringement
- Create an IP Use Guide

Our attorneys have counseled companies across a wide range of IP issues.

For more information, contact us at:

firm@corplaw.com; or
847.784.1300

We can be found on the web at www.corplaw.com

CorpLaw Associates LLC
Suite 150
400 Central Avenue
Northfield, Illinois 60093