

## SITUATIONS REQUIRING AN IP ATTORNEY

IP assets are critical to your prosperity  
Use IP Law to protect your competitive advantages/ideas  
Below are examples where IP can be used for advantage



### TRADEMARKS

- Stopping counterfeit products
- Controlling trademarks in smart-phone app's
- Managing trademark portfolio for success



### CONFIDENTIAL INFORMATION & TRADE SECRETS

- Protecting your non-public Confidential Information
- Failing to protect means you will lose trade secret rights
- Using your Trade Secrets Policy correctly



### ACQUIRING OR CREATING IP

- Selling, buying, or licensing IP
- Creating a new, proprietary product/design
- Deciding between a patent or a trade secret



### ENFORCING YOUR RIGHTS

- Stopping a competitor from stealing your IP
- Responding when ex-employees use your IP
- Sending a Cease and Desist letter



### IP AUDIT

- Identifying your IP to monetize optimally
- Discover and correct existing weaknesses
- Analyzing if your IP is properly protected



### START-UPS

- Acquiring needed IP to support business model
- Establishing proper IP structure/ownership
- Creating proper IP protection systems



### E-COMMERCE

- Locking down T's and C's to prevent IP theft
- Reacting when your domain name has been copied
- Developing a mobile app



### LICENSING

- Creating new income stream from your IP
- Structuring licenses and weighing approaches
- Controlling licensed sales



### PROMOTION

- Advertising your product
- Comparing your products to your competitors' products
- Using celebrity or sponsorship endorsement



### DATA & PRIVACY

- Collecting personally identifiable information (PII)
- Responding to data breaches
- Addressing cybersecurity problems



### HEAVY IP USERS

- Tech companies
- Consumer products companies
- Companies using proprietary systems to succeed

# CORPLAW ASSOCIATES

Concentrating in IP Law

## INTELLECTUAL PROPERTY LAW

"The role of IP in a business is insufficiently understood. It is probably under-valued, under-managed or under-exploited. One of the key factors affecting a company's success or failure is the degree to which it effectively exploits intellectual capital and values risk."

**WIPO** (World Intellectual Property Organization, Geneva)

E-COMMERCE  
COUNTERFEITING  
DESIGN  
PATENTS ACQUIRING  
TRADEMARKS  
MANAGEMENT  
TRADE ENFORCEMENT  
CEASE & DESIST  
ADVERTISING  
WATCH SERVICES  
LICENSING  
SECRETS  
START-UPS  
DATA & PRIVACY  
OFFICE ACTIONS  
AUDITS  
IP  
COPYRIGHT  
PROMOTION  
TERMS AND CONDITIONS  
THIRD PARTY USAGE  
ENFORCE  
RIGHTS

## WHO WE ARE

Celebrating its 20th anniversary in 2019, CorpLaw Associates and its Founding Partner, Charlie Brown, have developed Intellectual Property law solutions for his clients which have increased their profitability and achieved their business objectives.

We help clients use their IP for an exclusive, competitive advantage. You will enjoy our fast response, senior-level judgment, constant communication, and practical advice, in plain English.

Cordially,

*Charlie Brown*



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