

## Intellectual Property (IP) Law

# Situations Requiring an IP Attorney

*"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, Switzerland)*

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	<ul style="list-style-type: none"><li>▪ Stopping counterfeits of your products</li><li>▪ Preventing competitors using your trademark as keyword</li><li>▪ Controlling trademarks in smartphone app's</li><li>▪ Monitoring Social Media misuse of your trademarks</li><li>▪ Deciding design and trade dress rights in 3-D printing age</li></ul>
Confidential Information and Trade Secrets	<ul style="list-style-type: none"><li>▪ Protecting your non-public Confidential Information</li><li>▪ Failing to protect means you will lose trade secret rights</li><li>▪ Using your Trade Secrets Policy correctly</li><li>▪ Controlling third-party use of your trade secrets</li></ul>
Acquiring or Creating IP	<ul style="list-style-type: none"><li>▪ Using outside knowledge workers to develop IP</li><li>▪ Selling, buying, or licensing IP</li><li>▪ Buying a business which owns IP</li><li>▪ Creating a new, proprietary product/design</li><li>▪ Deciding between a patent or a trade secret</li></ul>
Enforcing Your Rights	<ul style="list-style-type: none"><li>▪ Stopping a competitor from stealing your IP</li><li>▪ Responding when ex-employees use your IP</li><li>▪ Sending a Cease and Desist letter</li></ul>
IP Audit	<ul style="list-style-type: none"><li>▪ Identifying your IP to monetize optimally</li><li>▪ Discovering if weaknesses exist and correcting them</li><li>▪ Analyzing if your IP is properly protected</li><li>▪ Improving IP systems and rights</li></ul>
Start-ups	<ul style="list-style-type: none"><li>▪ Acquiring needed IP to support business model</li><li>▪ Establishing proper IP structure/ownership</li><li>▪ Creating proper IP protection systems</li></ul>

e-Commerce	<ul style="list-style-type: none"><li>▪ Locking down T's and C's to prevent IP theft</li><li>▪ Reacting when your domain name has been copied</li><li>▪ Developing a mobile app</li></ul>
Licensing	<ul style="list-style-type: none"><li>▪ Creating new income stream from your IP</li><li>▪ Assessing value of licensed assets</li><li>▪ Structuring licenses and weighing approaches</li><li>▪ Controlling licensed sales</li></ul>
Promotion	<ul style="list-style-type: none"><li>▪ Advertising your product</li><li>▪ Comparing your products to your competitors' products</li><li>▪ Using celebrity or sponsorship endorsements</li></ul>
Data and Privacy	<ul style="list-style-type: none"><li>▪ Collecting personally identifiable information (PII)</li><li>▪ Complying with GDPR European requirements</li><li>▪ Responding to data breaches</li><li>▪ Addressing cybersecurity problems</li></ul>
Heavy IP Users	<ul style="list-style-type: none"><li>▪ Tech companies</li><li>▪ Consumer products companies</li><li>▪ Companies using proprietary systems to succeed</li></ul>

**Talk to Us**

If we can help you or you would just like to talk to us, please call our office or send us an e-mail. References are available upon request and at:

<https://corplaw.com/testimonials>. See my accomplishments at:

<https://corplaw.com/accomplishments>

We wish you the best of luck with your business!

Cordially,



Charles B. Brown

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Charlie concentrates in IP (Intellectual Property) Law. Charlie has 37 years of experience as an accomplished attorney for businesses in diverse industries nationally and internationally, including as in-house counsel where he came to fully understand how to optimally serve business clients. He is especially skilled in the consumer packaged goods industry. He has served in leadership roles at the Chicago Bar Association and Association of Corporate Counsel (Chicago Chapter President), speaks and writes on IP topics.