

## Intellectual Property

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### Practices & Sectors

Advertising,  
Promotions &  
Sweepstakes

Copyright

Hatch-Waxman &  
Biosimilars

Internet Law

Patent

Software

Trademark

False Advertising and  
Product Labeling &  
Warnings

Health Care  
Intellectual Property

International  
Corporate and  
Commercial

International Practice

### Specialty Teams

Global Privacy &  
Security (GPS) Team

Technology  
Transactions Team

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*Practice Group  
Chair*

### Edward F. Maluf

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As technology speeds the pace of innovation, no business can afford to take its intellectual property for granted. The Intellectual Property practice at Seyfarth Shaw offers clients powerful protection for their most valuable assets.

Backed by the resources of one of the nation's premier law firms, our veteran team of IP attorneys represents a diverse roster of clients, from *Fortune* 500 and multinational corporations to fast-growing start-ups. With broad experience in all areas of intellectual property law, we help our clients identify and secure their intellectual property rights, exploit them in the marketplace and enforce or defend them anywhere they do business.

Our firm has distinguished itself as a leader in the field and we have helped hundreds of companies to develop, protect and monetize their intellectual property assets. Likewise, we have a long track record of successfully representing clients in high-stakes litigation in federal courts and before the U.S. Patent and Trademark Office. Our intellectual property litigation experience extends from patent, copyright and trademark infringement to those involving trade secrets, counterfeiting, advertising, e-commerce and more. Over the years, we have worked in industries and technologies spanning consumer goods to retail, semi-conductor fabrication, computer software, business-methods, Internet technologies, telecommunications, medical devices and pharmaceuticals.

Members of our team have negotiated a broad range of agreements relating to trademarks, copyrights and patents, including licenses, alliances and transfers, and a host of others involving electronic commerce. To further assist our clients, we developed one of the first trade secrets protection training programs for businesses and their employees, and we deliver client-specific training on trademark, copyright, advertising and promotion law, e-commerce and licensing. We are also frequently tapped to handle transactions involving emerging multimedia issues, including Internet-related strategy development and implementation, and the creation of affiliation and strategic alliance agreements and cross-promotion arrangements. We provide ongoing client counseling on advertising, promotions, sweepstakes, trade regulations, entertainment and other federal and state regulatory matters regarding both online and offline initiatives.