



## COUNSELING

A strategic appreciation of intellectual property's potential can be fundamental to the success of an enterprise. Having a comprehensive plan to exploit this potential — entering new markets and developing alternative forms and functionality — can add to a company's bottom line significantly and quickly.

Hamilton Brook Smith Reynolds designs strategies to protect intellectual property by taking into account not only the nature of the underlying technology, but also the legal considerations and business objectives of the client. The goals, finances, and nature of the client, as well as its market and competitors, are important considerations.

Our services in this area include:

- Auditing intellectual property rights as well as corporate policies and procedures
- Performing due-diligence investigations and review of intellectual property rights and issues in connection with business and financial transactions
- Providing opinions on patentability, patent validity, and patent infringement
- Building patent fences and defensive patent portfolios and defensively publishing noncore or secondary inventions
- Presenting seminars on intellectual property topics to personnel in the legal, research and development, and business divisions
- Counseling clients in the selection, adoption, and use of new trademarks
- Advising clients on adopting proper procedures for protecting copyrights and trade secrets
- Developing and reviewing intellectual property policies and procedures, patent disclosure forms, intellectual property provisions, and employment contracts
- Assisting with patent review committee meetings
- Negotiating and drafting agreements for confidentiality, technology transfer, and research support and development
- Enforcing patent and trademark rights and defending claims of infringement through negotiation and alternative methods of dispute resolution

