

# INTELLECTUAL PROPERTY



## PROBLEMS WE SOLVE/WHAT WE DO:

- Protect clients' IP—patents, trademarks, copyrights, and trade secrets.
- Serve as outside IP General Counsel.
- Help clients identify value in their IP.
- Manage IP portfolios and filing.
- Provide analyses and opinions on what is protectable and how to avoid issues with other people's IP.
- Help clients reduce overall costs of IP portfolio maintenance.
- Help clients take products to market clear of third-party IP.
- Audit processes to help clients determine what IP they have, what is not protected, and how to best protect it.
- Perform IP due diligence when buying or selling a company.
- Work with clients to develop IP strategies aligned with their short-term and long-term goals.



## YOU MAY NEED AN IP LAWYER IF:

- You make things, either for yourself or other people.
- You are considered an innovator in your industry.
- You own patents or trademarks.
- Someone has ripped off or copied your idea or product in the past.



## PRICING CONSIDERATIONS AND OPTIONS:

- Most trademark work is done on a flat fee basis.
- We will consider flat fees based on volumes of patent work.
- We charge hourly for consulting and most opinions.
- We work with clients to provide annual estimates on maintenance of IP portfolios.
- For monthly retainers, we offer a blended rate.



## WE MAKE OUR CLIENTS MONEY/ SAVE OUR CLIENTS MONEY BY:

- We make clients money by finding hidden and overlooked IP assets that increase business value.
- We make clients money by identifying and monetizing non-core and non-strategic IP assets to generate revenue.
- We save clients money by developing IP best practices to reduce legal fees on preventable IP disputes.
- We save clients money by carefully aligning IP filing and prosecution strategies with business objectives to reduce long-term IP portfolio carrying costs.



## WHY USE LP'S INTELLECTUAL PROPERTY LAWYERS:

We excel at helping clients tie IP decisions and investments to business strategies. Our level of sophistication and quality of work is on par with larger law firms, but at a lower cost.