



IP STRATEGY AND MANAGEMENT

Brand Protection

Strategy and management is just as important to your company's intellectual property as it is in the C-suite. Barnes & Thornburg has the experience and resources to be your partner in managing your intellectual property portfolio and IP acquisition, development and enforcement. We take the time to understand the big picture and help guide you in managing your portfolio, plan for your IP needs, determine how to best establish your IP and enforce your rights against others.

Working together, we focus on your organization's long-term goals so that we match the importance of each IP matter to your strategy. We help clients identify the risks that any new projects may present. By understanding your long-term plans and product development roadmaps, we can advise on the value of each individual IP matter. Clients turn to us for guidance during mergers and acquisitions to understand how a target's IP will complement their current portfolio.

As your organization continues to grow and innovate, we can help you implement the programs necessary to identify and exploit your designs and help you establish a brand management strategy to distinguish your products in the marketplace. Our experience includes creating strategies to help distinguish your organization's products and services from others through IP prosecution, and manage your advertising and online presence. We can also help you monitor technologies and competitors to evaluate risks and activities in this competitive environment.

We rely on the latest technology and client service tools to provide clients with reports on ongoing matters and costs so that you can plan your IP expenses and make informed investment decisions. We work with clients who have just a few patents or trademarks and clients who have hundreds of each; our service tools are scalable to be a value to small clients as well as clients with large portfolios.

Why Barnes & Thornburg?

Finding new ways to help clients identify solutions and new business opportunities, across industries, is at our core. We are, at times, more than lawyers, we are advisers bringing new ideas to light. We understand what keeps you up at night and work collaboratively to find practical and creative solutions, at the heart of business.

RELATED PRACTICES

Intellectual Property

Barnes & Thornburg's Intellectual Property Department includes technical practitioners and a litigation group with significant enforcement and defense experience with all forms of IP. Our patent and trademark prosecution attorneys work seamlessly with our litigation attorneys to determine cost-effective strategies for protecting and enforcing your rights.
