

# INTELLECTUAL PROPERTY OVERVIEW

BOCA RATON / DESTIN / FT. LAUDERDALE / MIAMI / ORLANDO / TALLAHASSEE / TAMPA / WEST PALM BEACH

## INTRODUCTION

For many companies, intellectual property is the most valuable asset of the organization. The Intellectual Property Practice Group at Broad and Cassel works with clients with hundreds of companies (and individuals) representing dozens of industries to help them develop, license and protect these important assets anywhere in the world.

## PRACTICE GROUP PHILOSOPHY

The Intellectual Property Practice Group works with clients to create, manage and enhance the value of their intellectual property, which includes patents, trademarks, copyrights, and trade secrets. We help clients protect their intellectual property assets, exploit opportunities to create added value through licensing and acquisition, obtain financing, and protect against infringement by unauthorized parties. As with all our practice groups, the Intellectual Property Practice Group believes that the team approach is often the best way to ensure top quality legal services delivered in the most efficient and cost-effective manner. In addition, we have successfully integrated state-of-the-art technology into the practice of law, which particularly benefits clients with requirements for legal counsel in intellectual property.

## AREAS OF LAW

As one of Florida's few full-service firms, Broad and Cassel provides legal counsel involving intellectual property to a wide array of clients, in these areas:

- Identification and protection of intellectual property assets by filing trademark and copyright registrations, and implementing trade secret protection programs
- Establishing effective brand management and enforcement programs
- Licensing and acquisition transactions to enhance the value of a client's portfolio of intellectual property assets
- Facilitating access to capital markets and intellectual property asset-based financing
- Dispute resolution and litigation involving intellectual property
- Tax counsel relating to intellectual property assets



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## THE BROAD AND CASSEL EDGE

We take pride in our record of establishing long-term client relationships. We maintain constant communication with members of a client's management team and are agreeable to structuring fee arrangements with a view towards promoting the relationship. The result is the highest quality legal services and business advice to hundreds of established, as well as emerging and middle market companies doing business in Florida and around the world.

When it comes to dispute resolution, the Group's intellectual property litigation attorneys have a broad base of experience and have litigated several high profile cases including *Oasis Publishing Co. v. West Publishing Co.* This particular case was argued before the U.S. Court of Appeals for the Eighth Circuit concerning the extent of copyright protection on a compilation of public domain databases. The Group represents clients in offensive as well as defensive intellectual property litigation and has counseled them on resolution of intellectual property disputes both in courts and in proceedings before the United States Patent and Trademark Office.