



Henderson | Franklin
ATTORNEYS AT LAW

Intellectual Property

PROTECTING OUR CLIENTS' BRILLANCE



Protection, Monetization, Transactions, Enforcement & Defense

In today's highly innovative and creative environment, intellectual property ("IP") can be one of the most valuable assets a company holds. Henderson Franklin's IP practice helps our clients protect their ideas, brands and technologies. Our attorneys advise clients on matters relating to the identification, protection, enforcement, and monetization of IP assets including trademarks, copyrights, patents and trade secrets. We help clients understand the sources of IP in their operations and help establish programs to protect those assets.

Henderson Franklin's attorneys work with clients in dozens of different industries; including consumer products, food and beverage, finance, and pharmaceuticals. In every matter, we strive to understand our clients' businesses and goals and help devise strategies that are both effective and financially efficient to protect their intellectual property.



COPYRIGHTS



We counsel clients on issues relating to copyright protection and registration, including the acquisition of ownership rights and licensing. Whether it is software or sculpture, our copyright practice can help you protect your creative expression.

FRANCHISING



Franchising can be a good option to pursue when you are looking to expand your business. A franchise comes about when you license your trademark or servicemark and business system to a Franchisee for a fee. In exchange, the franchisee is allowed to use your trademark or servicemark to sell goods or services according to the terms of a franchise agreement. The requirements can be complex and you should seek the advice of an experienced attorney to determine if franchising is right for your business.

ENFORCEMENT AND LITIGATION



Our IP attorneys work with clients to monitor and enforce rights against third-parties including infringers, counterfeiters and other unauthorized users of IP assets. We also defend clients against such claims. Henderson Franklin's attorneys have litigated numerous trademark, patent, copyright and trade secret cases in federal and state courts, as well as before the United States Patent and Trademark Office.

FOREIGN PATENT PROTECTION



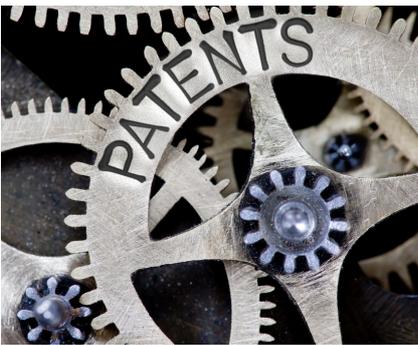
Henderson Franklin's patent attorneys can obtain foreign patent protection for you under the Patent Cooperation Treaty ("PCT"). The PCT is an international treaty that allows an inventor to obtain a patent pending in 148 foreign countries using a single filing.

INTERNET AND DATA SECURITY



The Internet is important not only for purposes of active e-commerce but also as a marketing tool. Our attorneys provide clients with direction concerning privacy policies, terms of use and sales and marketing issues. We work with clients on data security issues and response programs, and help clients prepare for, as well as guide them through, the inevitable rough waters a data breach can bring.

PATENTS



Henderson Franklin's patent practice helps clients secure U.S. and foreign patent protection for their innovations – giving clients an often critical period of exclusivity in the marketplace. We also advise clients on a number of patent-related matters including prior art searches, freedom-to-operate searches, non-infringement opinions and licensing/transferring patent rights.

SOCIAL MEDIA



Social media presence is an important business tool and asset. Businesses often fail to put proper contracts in place with outside consultants that could raise issues about who owns and controls the IP associated with social media accounts. Our attorneys work with companies to police, secure and protect their social media accounts, as well as work with social media influencers, YouTube content producers and others to capitalize on large social media followings through endorsement, merchandising and licensing opportunities.

TRADE SECRETS



We help clients understand trade secrets and develop internal programs and controls to protect those secrets. By providing clients with tools such as non-disclosure agreements, employment agreements and other measures, we help them ensure that their valuable IP assets are secure.

TRADEMARKS



Our IP attorneys assist clients in the selection, protection, licensing and enforcement of trademarks in the U.S. and abroad. We work with clients on high profile global branding initiatives, manage trademark portfolios for significant global brands, and help startups protect their name. From search and clearance through all aspects of registration and maintenance, our IP practice group can help protect your brand.

TRANSACTIONS



Intellectual Property is a key component of many business transactions. Whether it is conducting IP due diligence in merger and acquisition ("M&A") deals, drafting consulting or development agreements or advising franchisors and franchisees, we work with clients to help understand how business transactions impact IP rights and to preserve or transfer those rights. With significant experience in licensing, franchising, M&A, and a variety of other transactions, our IP attorneys assist clients through any type of transaction.

INTELLECTUAL PROPERTY TEAM

MARK NIEDS, DEPARTMENT CHAIR



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Mark advises clients on domestic and international intellectual property issues, including new product launches, corporate re-branding projects, acquisitions, and licensing. He also assists clients in internet-related issues, including privacy policies, terms of use agreements, user agreements, DMCA compliance, domain name litigation, and cybersquatting matters.

Mark represents trademark owners in cease and desist matters and infringement and counterfeiting actions, and handles copyright registration and licensing, developing trade secret protection strategies, and intellectual property due diligence projects.

LEE G. RENDEIRO, U.S. REGISTERED PATENT ATTORNEY

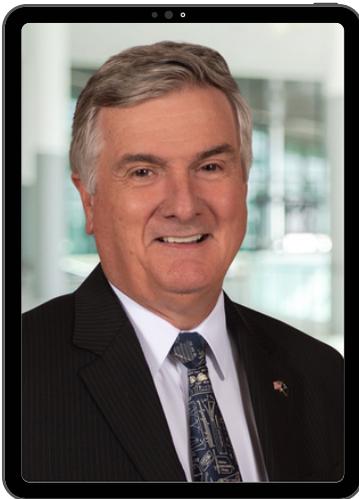


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Lee focuses his practice exclusively in intellectual property; namely, patents, trademarks, copyrights, and trade secrets. In addition to preparing and filing patent applications, clearance and patentability opinions, he prosecutes patent infringement matters to protect his clients' creative works. Lee also handles copyright and trademark litigation and advises clients on appropriate courses of action regarding intellectual property matters, including licensing, contract rights, and franchising.

LITIGATION SPOTLIGHT

Henderson Franklin's Intellectual Property Group also encompasses the skill and experience of litigation attorneys **Michael Corso** in the Tort & Insurance Litigation Department, as well as **Douglas Szabo** and **Carlos Kelly** in the Business Litigation Department. Together, the IP Litigation team handles copyright, U.S. and foreign trademark and patent litigation, trade secret, unfair competition and counterfeiting matters to name a few. Their varied client base ranges from individuals, engineers and inventors to closely-held businesses and large corporations in the construction, healthcare, manufacturing and media and entertainment industries.



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