



## Intellectual Property

Leading edge companies and entrepreneurs change the world, and we share your passion for innovation. As you develop exciting new ways to improve industries, solve challenges and conduct business, it's important to protect the value of your unique ideas. Our intellectual property attorneys understand and appreciate your enterprising nature, and it shows in our legal counsel.

We develop comprehensive solutions and custom intellectual property protection and enforcement strategies for businesses of all sizes, including large corporations with complex international IP portfolios as well as startups and independent inventors who are looking to interrupt an industry. Our experienced team guides our clients through all aspects of patent, trademark, service mark, domain name, copyright and trade secret protection, prosecution and enforcement. We also regularly counsel clients on intellectual property licensing, technology transfer agreements, trade disputes and intellectual property enforcement.

Our well-rounded approach stems from hands-on experience. Several of our attorneys have also been practicing engineers. This insight equips us to develop creative solutions and add value to your strategic planning process.

When intellectual property conflicts arise, we are adept at finding solutions that protect your interests and secure your rights. While we work to find resolution and avoid litigation, our [Patent and Intellectual Property Litigation](#) attorneys are tenacious advocates in cases that progress to that point. We litigate in state and federal courts throughout the country, including the Federal Circuit Court of Appeals, the Patent Trial and Appeal Board and the Trademark Trial Appeal Board in Washington, D.C.

We leverage a multidisciplinary approach to our intellectual property dispute and litigation matters, frequently collaborating with our Banking and Finance, Corporate Law, International, Labor and Employment, Litigation and Tax practices. This approach allows us to handle cases efficiently and work diligently to secure the most favorable outcomes for our clients.

Our global practice serves businesses across numerous industries, with a particular emphasis on industrial and research-based organizations. We've been named a Best Law Firm in Patent Law nationally, and a Best Law Firm in Patent Law, Patent Litigation and IP Litigation in Wisconsin by *U.S. News – Best Lawyers*.

Our Intellectual Property Practice includes a dedicated group of registered patent practitioners who focus on obtaining high-quality and strategic patent protection for our clients and on providing them with sophisticated patent counseling. Since 2010, our clients have entrusted us with more than 12,000 patent applications, 8,000 patents and 5,000 trademarks worldwide. Our clients rely on our specialized knowledge in a wide variety of technologies, including: material science, mechanical, electrical, electronic and chemical arts; e-commerce and business methods; biological sciences, biotechnology and pharmacology; and medical devices.

Our patent practitioners also assist clients in securing corporate patents and intellectual property in the event an



employee leaves an organization to work for a competitor. Without patent protection, copying and reverse engineering new products is entirely legal. To prevent this from happening and to encourage employees to consider patenting important innovations and key technological developments, our practitioners partner with clients to raise patent awareness amongst employees. As a result, new ideas can be patented and competitors can be prevented from copying innovative technology and new products.

## Services

- Patent Preparation and Prosecution
- Trademark Portfolio Management and Prosecution
- Patent and Intellectual Property Litigation
- Inter Partes Review and Post Grant Review
- Intellectual Property Due Diligence and Audits
- Advertising, Media and Entertainment
- Food and Beverage
- Patent Searches - Patentability, Right-to-Use and Validity
- Patent, Trademark and Copyright Licensing
- Data Privacy and Cybersecurity
- Trade Secret and Nondisclosure Counseling
- Artificial Intelligence

## Resources

- Acceptable Specimens for Goods and Services  
<https://www.reinhartlaw.com/uploads/documents/Reinhart-Law-IP-Specimen-Examples.pdf>

## Co-chairs



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