Patent, Trademark and Copyright Licensing

Reinhart's Patent, Trademark and Copyright Licensing group conducts due diligence, drafts and negotiates complex agreements and resolves disputes between parties related to the acquisition, licensing and utilization of patents, copyrights, trademarks and other intellectual property. We leverage a multidisciplinary group that taps the experience of attorneys in our Intellectual Property, Corporate Law, Litigation, Tax, Securities and Insurance practices.

Our attorneys are well-versed in the many nuances of preparing and negotiating licensing agreements, including licensing from, or to, troubled companies on the brink of bankruptcy or insolvency. Our agreements have covered design, development, manufacturing, distribution, import/export, joint ventures, software as a service (SaaS), entertainment and other activities. The scope of our representation in licensing transactions is dictated by the needs of the client and the desired budget. Reinhart can be a behind-the-scenes coach or the driving force that pushes a deal to closure.

We counsel clients on patent licenses to include a variety of terms based on the underlying facts and whether the client is a licensee or a licensor. We work with clients to ensure that quality control and other important provisions are discussed and accounted for in trademark licenses. And we advise clients on copyright licenses related to software, literary works, music, sound recordings, motion pictures and other audiovisual works, architectural works and other copyright matters.

Licensing can be an important business strategy, as today's global economy puts a higher priority on intellectual property rights than in the past. For example, in a variety of industries, patents are one of the sources of key competitive advantages. Trademarked brand names have become some of the most valuable assets of a company, and software has become an indispensable tool of many companies. Owning and/or licensing key technology with the proper management of the accompanying patent, trademark and copyrights (and other intellectual property such as trade secrets), can be an important factor in the success of a company.

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