



## Intellectual Property, Media, and Entertainment

Our clients rely on our intellectual property lawyers to guide them through complex strategic planning, sensitive negotiations, and other important details of intellectual property protection. Our attorneys have extensive experience in the acquisition, protection, enforcement, and exploitation of patents, trademarks, copyrights, and industrial designs, as well as in unfair competition, trade secrets, computer law, and related matters. Through our media and entertainment practice, we assist clients with publishing rights, cutting edge software protection, music licensing, website streaming, and agreements for creative work such as performance rights, revenue transfer rights, talent agreements, and releases. We also help artists and entertainers to create appropriate legal entities to protect their creative assets and advise with respect to tax matters.

Licensing intellectual property can expand a company's reach into markets or geographic areas that otherwise would be inaccessible due to financial or logistical constraints. Our attorneys have significant transactional expertise and handle multimillion-dollar licensing transactions for technology, trademarks, web applications, patents, and software. We also perform complex due diligence for our dynamic mergers and acquisitions practice and audits for ongoing concerns which help our clients prioritize intellectual property strategies.

We have successfully challenged infringers in many different forums, using a variety of techniques. Our attorneys are particularly adept at negotiated settlements, but pursue aggressive litigation strategies as appropriate. We have helped our clients harness the opportunities of the internet and to use new tools to stave off infringers and cyber squatters.

Our offices in Washington, D.C. and Alexandria, Virginia are steps away from the U.S. Copyright, Patent and Trademark offices, so our clients benefit from this proximity. Our practice in this area is also international. We have developed a network, over a period of 30 years, of competent, efficient intellectual property counsel who assist us throughout the world. Whether our clients are start-up businesses, companies that are just beginning to venture overseas, or multinational corporations,

### RELATED PRACTICES

- Antitrust and Trade Regulation
- Bankruptcy and Creditors' Rights
- Corporate and Business Organizations
- International
- Labor and Employment
- Litigation
- Technology, Advertising, and Communications

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## Intellectual Property, Media, and Entertainment (continued)

our intellectual property lawyers provide guidance on all aspects of domestic and international protection and enforcement of intellectual property rights, so that our clients' intellectual property assets are positioned to provide maximum value.

In this area of practice, our clients range from individual musicians and producers to pre-eminent hospital systems to multinational manufacturers and from food product companies to national restaurant and retail chains and publishers. Our clients include Abercrombie & Fitch, Inc., Bob Evans Farms, Inc., Hexion Specialty Chemicals, Inc. (Borden & Elsie), Nationwide Children's Hospital, M/I Homes, Worthington Industries, and The Bureau of National Affairs, Inc. (BNA, Inc.).

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## Intellectual Property, Media, and Entertainment (continued)