

INTELLECTUAL PROPERTY PORTFOLIO MANAGEMENT

Hodgson Russ helps clients both large and small to efficiently develop and manage the appropriate intellectual property protection they need domestically and worldwide. Many of our attorneys have previously worked in industry or academia, and some have previously held in-house positions. We appreciate that intellectual property filings need to be tailored to the business needs of each client. By working with our clients to understand their businesses, we assist in customizing economically-sensible strategies for developing, maintaining, and monetizing intellectual property portfolios. For example, we regularly craft global intellectual property protection strategies employing utility patents, design patents, and copyright registrations to secure broad product protection. We also develop corporate intellectual property policies for the protection of inventions and trade secrets. Aside from product and know-how protection, we assist companies in managing and leveraging their brand through the selection, protection, and enforcement of trademarks, copyrights, and domain names.

Our intellectual-property portfolio management services include:

- Establishing comprehensive strategies and guidelines for creating and protecting intellectual property
- Providing on-site training to employees on intellectual property best practices
- Working with research and development teams to harvest new disclosures
- Competitive analysis
- Intellectual property valuation and audits
- Licensing and sale strategy

Experience

Development of trademark strategies and management of the international trademark portfolio for clients including a major alcohol beverage company, major sportswear company and major dairy company.

Hodgson Russ cultivated and prosecuted the intellectual property portfolio of a Western New York-based high-tech startup, which was later acquired by a Fortune 100 company.

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Hodgson Russ intellectual property attorneys manage a large and growing medical device patent portfolio for a designers and developer of medical products. The portfolio includes patents and patent applications in Europe, Asia, South America, and the Middle East.

Hodgson Russ IP attorneys work closely with clients on building and maintaining robust patent portfolios. For a particular client, we provide advice related to patent portfolio management and protection on an ongoing basis and have been involved in evaluation of certain inventions related to devices and methods related to human health, which has resulted in an intricate patent filing strategy, both domestically and internationally.

In the News

Why Tesla Is Taking a Big Risk by Opening Up Its Patents
LXBN TV, July 23, 2014

Presentations & Events

What Nordic Companies Need to Know to Protect Their Intellectual Property Interests in the U.S.
November 8, 2018

Update: America Invents Act
New York, NY, February 7, 2012