

PRACTICE

# Intellectual Property

Benesch's Intellectual Property Practice Group represents clients in protecting their most valuable asset classes: their intellectual property and data.

## Focus Areas

- Intellectual Property Litigation
- Intellectual Property and Information Technology Transactions
- Patent, Trademark and Copyright Prosecution
- Privacy and Data Security

## Who We Serve

- Early-Stage Companies
- Entrepreneurs
- High-Tech Businesses
- Multinational Corporations
- Middle-Market Companies
- Research Institutions
- Universities

## Industry Recognition



**Nationally Recognized**

by Best Law Firms®



**Trade Secret Powerhouse**

by IAM Patent 1000



**Recognized**

by Chambers

## By the Numbers

65+

### Attorneys, patent agents and paralegals on our team

who are experienced in all facets of intellectual property law and practice, with each member possessing a unique set of qualifications to help advance our clients' interests.

2 PhDs

5 Attorneys with mechanical engineering degrees

3 Attorneys with physics degrees

5 Attorneys with electrical engineering degrees

3 Attorneys with chemistry or biochemistry degrees

7 Attorneys with bioengineering or biology degrees

4 Attorneys are CIPP certified

## What We Do

- Artificial Intelligence
- Brand Enforcement and E-Commerce
- Copyright and Fair Use
- Creative Content Protection and Licensing
- Data Security and Privacy
- Design and Utility Patents and Licensing
- Domestic and International Patent Strategies
- Inbound and Outbound Licensing
- IP Litigation and Mediation
- IP Transactions
- IT Procurement
- Licensing Patents, Trademarks, Copyrights, Trade Secrets and Know-How
- Metaverse and Blockchain
- Patent Infringement Defense and Prosecution
- PCI-DSS/CISP Security Standards
- Preparing and Prosecuting Patent Applications
- Publicity Rights and Product Endorsement
- Smart Contracts
- Social Media
- Trademarks and Trade Dress
- Trade Secrets, Restrictive Covenants and Unfair Competition
- Website Compliance
- Website Privacy Policies

## Representative Matters

- ▶ Routinely counsel clients (including big apparel and consumer product brands, housing complexes, and large business complexes) on complying with PROs.
- ▶ Defended Abbott Laboratories against claims of patent infringement involving coronary catheters. Secured full dismissal through summary judgment, including findings of sanctions against plaintiff's counsel.
- ▶ Defended Cooper Lighting Solutions, a Signify company, against claims of patent infringement and breach of contract in a weeklong trial in the Northern District of Illinois.
- ▶ Counseled a Nasdaq 100 company operating market-leading businesses that design and develop vertical software- and technology-enabled products for a variety of niche markets on all aspects of patent procurement and enforcement.
- ▶ Ongoing representation of big-tech companies in connection with drafting and negotiating prototype development and professional service agreements that involve complex IP licenses for research and development and commercialization purposes.
- ▶ Drafted restrictive covenant agreements for companies in the electronics, healthcare, financial services, consumer goods, transportation, home-building products, insurance, pharmaceuticals, medical sales, social media, entertainment and manufacturing industries.
- ▶ Conducted trade secret audits for multiple Fortune 100 companies that resulted in the identification and protection of trade secrets, implementation of new protective measures and policies (including processing mapping and other functions) for the protection of trade secrets, and criteria and plans for onboarding and off-boarding employees and instituting litigation when appropriate.
- ▶ Represented Feit Electric, a global leader in first-to-market lighting innovations, against claims of patent infringement by a Japanese conglomerate. After years of contentious discovery, the matter proceeded to a nearly two-week jury trial. Ultimately obtained a full defense verdict in favor of Feit Electric.
- ▶ Counseled a multinational company on developing and managing a global patent portfolio related to water-soluble, sustainable technology and materials.
- ▶ Counseled one of the world's largest integrated energy and chemicals companies on developing and managing its extensive global patent portfolio.
- ▶ Routinely review and counsel clients on music licensing in marketing materials (print, internet, TV), including offering workarounds based on variable licensing structures.
- ▶ Successfully defended several copyright infringement actions brought against technology/social media clients by photographers.
- ▶ Completed a \$67 million SAP implementation transaction for the entire Canadian business enterprise of an American global manufacturer and marketer of consumer and professional products.
- ▶ Represented a Fortune 500 logistics company in litigation against the former owners of an acquired company for corporate espionage, improper acquisition of computer software, and breach of noncompetition agreements. The case resulted in a permanent injunction and a seven-figure settlement payment to our client.