

Intellectual Property & Technology

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Greenberg Traurig's Intellectual Property & Technology Practice works closely with clients in the strategic development, branding, leveraging, protection, and enforcement of their IP portfolios. Our team brings together more than 200 attorneys with experience encompassing an array of industries and technologies, including biotechnology, consumer products, digital media, electronics, entertainment, fashion, financial services, industrial products, medical devices, metallurgy, nanotechnology, pharmaceuticals, and software.

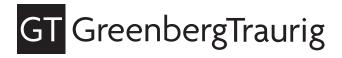
Multidisciplinary, International Counsel

- A team with wide-ranging experience in federal and state court litigation of patent infringement, trademark, trade dress, trade secret, and copyright, as well as in computer software-related disputes to handle the most complex IP cases.
- IP counselors and litigators who work on the leading edge of internet law, including handling matters involving the CAN-SPAM Act, open source, social networking, domain name law and online identities, privacy and data security, outsourcing, and e-commerce.
- An anti-counterfeiting team with broad experience dealing with the manufacture, sale, and distribution of unauthorized products in jurisdictions worldwide.
- An international copyright team that represents associations and companies in applying (and reforming) foreign copyright laws and provides counseling on anti-piracy enforcement issues.
- Attorneys with prior experience working as in-house IP counsel at *Fortune* 500 and other multinational companies in a variety of industries.
- Approximately 100 attorneys registered to practice before the USPTO, as well as attorneys with previous experience working as USPTO examiners.
- Attorneys with advanced degrees and state of the art technical experience in biochemicals, biology, chemistry, computer science, engineering (chemical, electrical, and mechanical), genetics, medicine, molecular biology, pharmaceutical, physics, and other specialized fields.
- Trial attorneys with wide-ranging experience enforcing and defending against IP claims.

32 IP Stars

1st Tier

34Ranked Trademark and Patent
Attorneys³



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IP & Technology Management Strategies

- Patent, trademark, and copyright portfolio development and management
- Assistance developing in-house patent procedures and IP strategies, including IP audits and licensing
- Merger and acquisition due diligence
- Development of trade secret protection programs
- Development of trademark and patent enforcement programs
- Strategies for commercialization of IP assets
- Open source policies, business strategies, and best practices

Top-Ranked IP & Technology Practice

- Named a "National Tier 1" Law Firm for IP Litigation, Patent Law and Litigation, Copyright Law, Trademark Law and Information Technology Law, U.S. News – Best Lawyers" "Best Law Firms" [2014-2019]
- Managing IP magazine's "IP Stars" Greenberg Traurig attorneys named to Managing Intellectual Property magazine's "IP Stars," which covers over 80 countries and is based on extensive research among IP practitioners, Managing Intellectual Property magazine [2013-2019]
- WTR 1000 Greenberg Traurig attorneys are recognized as leading trademark individuals in addition to GT having a leading trademark practice nationally as well as in California, Georgia, Illinois and New York, World Trademark Review [2011-2019]
- IAM Patent 1000 Greenberg Traurig attorneys named to IAM
 magazine's IAM Patent 1000: The World's Leading Patent Practitioners,
 a publication recognizing the top patent prosecution, licensing, and
 litigation practitioners around the world. Intellectual Asset Management
 magazine [2012-2019]

BROAD INDUSTRY EXPERIENCE

Aeronautical/Aerospace

Agriculture

Apparel & Fashion

Avionics

Biotechnology

Business Methods

Chemicals/Chemical

Processes

Communications

Consumer Products and

Services

E-commerce Education

Education

Electronics, Computers,

and Software

Energy and Natural Resources

Engineering

Entertainment

Financial Services

Health Care

Information Technology

Life Sciences

Manufacturing

Media

Medical Devices

Metallurgy

Perfumes, Cosmetics,

and Other Beauty

Products

Pharmaceuticals

Retail

Semiconductors

Sports

Telecommunications

Toys & Games

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Ralph Lauren

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Samsung Electronics

Teva Pharmaceutical

Industries

The American Express Company

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The Charles Schwab Corporation

The Home Depot

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