

## Intellectual Property & Technology

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 bio-chemicals, 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<sup>1</sup>

1st Tier<sup>2</sup>

34  
Ranked Trademark  
and Patent  
Attorneys<sup>3</sup>

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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  
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

### REPRESENTATIVE CLIENTS

Alcoa Inc.  
American Airlines  
Amneal Pharmaceuticals, Inc.  
Arconic Inc.  
B. Braun Medical Inc.  
Carter’s, Inc.  
Chemtura Corporation  
Dell Computers  
eBay, Inc.  
Fox Group  
General Mills Inc.  
Godiva Chocolatier  
Google Inc.  
Groupon Inc.  
Kellogg’s  
LG Electronics  
Navico  
PayPal  
Rakuten, Inc.  
Ralph Lauren  
Reynolds Packaging  
Samsung Electronics  
Teva Pharmaceutical Industries  
The American Express Company  
The Charles Schwab Corporation  
The Home Depot  
Tommy Hilfiger U.S.A., Inc.  
United Parcel Service of America  
Universal Electronics Inc.  
Verizon Wireless  
VTech Holdings Ltd.  
Waste Management, Inc.  
W.W. Grainger, Inc.  
Wynn Resorts  
Yahoo! Inc.

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