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Companies need to also ensure that internal employees undergo periodic training concerning IP policies to keep them up-to-date on any IP changes (e.g., changes to the IP itself or changes to the company's IP policy) and efficiently reduce the risk of accidental IP infringements that can lead to costly litigation.

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Brian Napper and Chicago's Vincent Thomas – the former heading the IP practice within the forensic and litigation consulting arm of the firm, and the latter co-leading the dispute advisory services side. Napper has testified in benchmark litigations across many industry sectors and is as assured as witnesses come; he is also an authority in the licensing sphere with respect to FRAND obligations and the determination of royalty rates.

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Finnegan attorneys Greg Gramenopoulos, Elliot Cook, and Forrest Jones authored the Patent Litigation - United States chapter of The Legal 500 ' s 2020 Comparative Legal Guide. The aim of the guide is to provide readers with a pragmatic overview of the law and practice of patent litigation law across a variety of jurisdictions through a Q&A format.

IP Litigation Best Practices is an authoritative, insider's perspective on the issues surrounding intellectual property law and litigation including patent and trademark protection, maintaining IP portfolios, and the future of intellectual

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property litigation, on a global scale. Featuring department heads, group chairs, and leading partners, all representing some of the nation's top firms, this book provides a broad, yet comprehensive overview of the practice of intellectual property law and the process of IP litigation, discussing the current shape and future state of patent and trademark protection from the founding doctrines, to the pivotal cases of today. From the steps involved in defining an appropriate strategy for litigation, to crucial tactics around avoiding common IP legal risks, these authors articulate the finer points around intellectual property now, and what will hold true into the future. The different niches represented and the breadth of perspectives presented enable readers to get inside some of the great legal minds of today as experts offer

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And their thoughts around the keys to success within this fascinating practice area. Chapters Include: Steven M. Auvil, Partner and Chair, Intellectual Property Practice Group Benesch, Friedlander, Coplan & Aronoff LLP- “ The Current Climate of Intellectual Property Litigation ” John L. Cooper, Litigation Partner, Farella Braun + Martel LLP- “ Excellence in Intellectual Property Litigation ” Susan Hollander, Partner, Manatt, Phelps & Phillips- “ Keys to Protecting Thoughts and Ideas ” Lawrence I. Weinstein, Partner, Proskauer Rose LLP- “ Servicing Intellectual Property Litigation Clients in the Twenty-First Century: An Overview ” John P. Passarelli, Partner, McGrath North Mullin & Kratz PC LLO- “ Exploiting Your Intellectual Property Assets ” Rod S. Berman, Chairperson, Intellectual Property Department,

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Jeffery Mangels Butler & Marmaro LLP- “ Intellectual Property Law Best Practices ” David Ervin, Of Counsel, Collier Shannon Scott PLLC- “ The Intellectual Property Attorney=Client Relationship ” Susan G. O'Neill, Intellectual Property Section Head, Hanson, Bridgett, Marcus, Vlahos & Rudy LLP- “ Helping Clients Navigate the Winding Roads of Intellectual Property Litigation ” Charles R. Wolfe Jr., Attorney, Blank Rome LLP- “ Three Golden Rules of Patent Litigation ”

Litigation Strategies for Intellectual Property Cases provides an authoritative, insiders perspective on best practices for handling IP disputes. Featuring partners and shareholders from law firms across the nation, these experts guide the

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reader through the different stages of the litigation process and the key considerations for each stage. These top lawyers discuss the impact of recent developments in IP law, the importance of getting to know a clients business, and the process of implementing new strategies to better meet client expectations. From managing discovery to hiring experts, these authors offer tips on the various steps involved in developing legal arguments and presenting a case. Additionally, these leaders reveal their advice on the benefits of resolving IP disputes with ADR and the challenges that arise when a case involves international parties or claims. The different niches represented and the breadth of perspectives presented enable readers to get inside some of the great legal minds of today, as these experienced lawyers

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offer up their thoughts around the keys to success within this ever-evolving area of law.

Common Issues in IP Law is an authoritative, insiders perspective on best practices for assessing current trends and issues in intellectual property law. Featuring partners and chairs from some of the nations leading law firms, these experts guide the reader through understanding the various areas of IP law such as patents, trademarks, copyrights, and trade secrets. From managing client expectations to developing the legal skills required for successfully negotiating and resolving IP cases, these leaders offer

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strategies for avoiding litigation, forecasting economic and political factors, and working with the agencies responsible for regulating IP law. Additionally, these top lawyers give tips for maximizing legal services, executing successful research, analyzing global commerce issues, and evaluating both U.S. and international matters. The different niches represented and the breadth of perspectives presented enable readers to get inside some of the great legal minds of today, as these experienced lawyers offer up their thoughts around the keys to navigating an increasingly-enforced and growing area of law.

Commercial Litigation Strategies is an authoritative, insider's perspective on best practices for litigating commercial

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disputes. Featuring partners from firms around the nation, these experts guide the reader through the intricacies of various types of commercial litigation from the perspective of both the plaintiff and defendant, with a focus on intellectual property and patent litigation. These top lawyers explain key elements of working with clients during litigation, including managing client expectations, discussing costs, and determining if litigating a case is in line with the client's business goals. From developing a theory and dealing with discovery to preparing for trial and evaluating settlement opportunities, these authors outline strategic considerations for each stage of the case. Additionally, these leaders discuss recent procedural developments and trends in commercial litigation, including mediation and electronic

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discovery. The different niches represented and the breadth of perspectives presented enable readers to get inside some of the great legal minds of today, as these experienced lawyers offer up their thoughts around the keys to navigating a complex area of law.

Understanding Your Clients IP Needs is an authoritative, insiders perspective on best practices for evaluating and executing your clients intellectual property needs. Featuring partners and chairs from some of the nations leading law firms, these experts guide the reader through performing formal/informal legal reviews, establishing legal defenses, and assessing financial risks. From evaluating challenges for legal compliance to understanding auditing procedures,

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these leaders offer expertise on identifying standards for obtaining protection, handling IP litigation, and working with state, federal, and global agencies. These top experts offer a clear assessment of all IP components involving patents, copyrights, trademarks, and trade secrets. Additionally, these top lawyers give tips for understanding the roles of key players, maximizing the use of key experts, and maintaining IP protection. Finally, these experts look at monitoring IP trends, forecasting marketing issues, and avoiding common mistakes. The different niches represented and the breadth of perspectives presented enable readers to get inside some of the great legal minds of today, as these experienced lawyers offer up their thoughts around the keys to navigating an increasingly-enforced area of law.

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Litigation Strategies for Intellectual Property Cases provides an authoritative, insiders perspective on best practices for litigating a variety of IP issues. Featuring partners from law firms across the nation, these experts guide the reader through the process of navigating recent decisions and legal developments to build a strong case. These top lawyers offer advice on using appropriate research tools, learning about new technology, leveraging social media, and collecting evidence when preparing for trial. Additionally, these experts discuss international considerations involved in intellectual property cases, the challenges they pose, and strategies to overcome them. The different niches represented and the breadth of perspectives presented enable readers to get

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inside some of the great legal minds of today, as these experienced lawyers offer up their thoughts on the keys to success in this ever-changing area of law.

IP Client Strategies in the Asia-Pacific provides an authoritative, insiders perspective on best practices for managing intellectual property matters throughout countries in the Asia-Pacific. Featuring partners representing law firms across the region, including China, Japan, India, Malaysia, Singapore, and the Philippines, this book guides the reader through the intricacies of IP policies and practices within the various countries and how they are changing during the current time of globalization and economic uncertainty. As governments and businesses are becoming more aware of

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the importance of IP, these top lawyers reveal how to establish a clear, country-specific IP strategy that will help clients maximize their potential and minimize IP risks. They analyze how to tailor an IP plan to fit changing client needs, possible pitfalls to consider, and the role of clients and attorneys in creating a thorough policy. Additionally, these leaders discuss the current state of IP litigation, recent cases that lawyers need to be aware of, and how clients can effectively audit their practices to avoid litigation. The different niches represented and the breadth of perspectives presented enable readers to get inside some of the great legal minds of today, as these experienced lawyers offer up their thoughts on the keys to success within this volatile field.

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International IP Issues and Strategies is an authoritative, insiders perspective on best practices for managing intellectual property in todays global economy. Featuring partners from some of the nations leading law firms, these experts guide the reader through key strategies for protecting IP in international jurisdictions, including understanding key regulatory differences, meeting procedural obligations, and knowing where to look for potential challenges and conflicts. These top lawyers give tips on enforcing patents, dealing with counterfeiting and illicit trade, and managing international disputes, as well as the role of the attorney in handling cross-border matters, strategies for working with foreign counsel, and helpful

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resources for the global IP lawyer. Additionally, these leaders reveal their strategies for working in specific jurisdictions, correcting common misconceptions about protecting IP overseas, and interpreting the recent trend toward harmonization in international law as it relates to intellectual property. The different niches represented and the breadth of perspectives presented enable readers to get inside some of the great legal minds of today, as these experienced lawyers offer up their thoughts around the keys to success within this ever-evolving area of law.

IP Portfolio Management is an authoritative, insider's perspective on best practices for managing and protecting a client's most valuable intellectual property assets. Featuring

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partners and chairs from some of the nation's leading law firms, these experts guide the reader through evaluating recent cases and trends, navigating the changing legal landscape, and identifying business activities that trigger legal assistance. From monitoring compliance to implementing best practices for protection, these leaders offer expertise on handling IP disputes and claims, meeting clients' expectations, and adding the most value. The different niches represented and the breadth of perspectives presented enable readers to get inside some of the great legal minds of today, as these experienced lawyers offer up their thoughts around the keys to successful IP portfolio management.

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