



Parker Poe understands how to maximize the value of intellectual property assets in today's global market by providing efficient and effective counsel. Our Intellectual Property Team has decades of experience representing a broad variety of businesses, educational institutions, and nonprofits, including entities at the forefront of their industries. We provide practical solutions to the complex as well as the routine intellectual property needs of our clients.

Our team includes board certified specialists in trademark law, registered U.S. patent attorneys, and lawyers recognized by their peers in the premier guides to the legal profession. We have built a significant depth of knowledge in trademarks, patents, copyrights, IT contracts, trade secrets, and other areas of intellectual property that you can find here.

## REPRESENTATIVE EXPERIENCE

Below are some examples of how we assist our clients with the establishment, protection, commercialization, and defense of their IP rights.

- **Trademark portfolio support** covering the full trademark life cycle in the United States and globally, including search and clearance, filing and prosecution of applications, and ongoing maintenance of large international portfolios.
- **Trademark defense and enforcement**, including opposition, cancellation, and concurrent use proceedings before the Trademark Trial and Appeal Board and corresponding foreign tribunals.
- **Patent portfolio strategy**, including counseling clients nationally and internationally on preparing and pursuing patent applications, minimizing risk, and maximizing value.
- **Patent defense and enforcement**, including inter partes reviews and other post-grant reexaminations before the Patent Trial and Appeal Board.
- **Licenses** for all kinds of intellectual property (including patents, trademarks, copyrights, trade secrets, rights of publicity, content, and databases) in the pharmaceutical, IT, higher education, biotech, and various other industries.
- **IT contracts**, including software and mobile app development, license, support, distribution, escrow and consulting service agreements, as well as agreements for the sale or acquisition of computer hardware.
- **Collaborations and strategic alliances**, including those involving R&D, tech transfers, and technology product sales and distribution.
- **Domain name issues**, including global domain name acquisition, clearance and registration, domain name protection programs, proceedings under the domain name dispute resolution policies for generic top level and country code domains, and investigation and recovery of pirated domains.
- **Privacy and information security** issues, including FTC compliance, identity theft regulations (including state personal information protection legislation and security breach disclosure and



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notification laws), foreign data sharing rules, and various federal laws and regulations related to privacy (e.g., HIPAA and FACTA).

- **Web-related** intellectual property issues, including website development and hosting agreements, Software-as-a-Service (SaaS) agreements, auditing websites for intellectual property issues, investigating and monitoring intellectual property assets on the Internet, and addressing digital copyright issues .
- Assisting clients in establishing and maintaining **copyright protection** in the United States and internationally.
- Counseling clients in connection with organizational **rebrandings** and major brand expansions.
- Due diligence and negotiating intellectual property terms in **mergers and acquisitions**, investments and joint ventures.
- Drafting and evaluating **confidentiality and noncompete agreements** and other restrictive covenants or contractual provisions designed to protect intellectual property.
- **Rights of publicity and entertainment rights**, celebrity endorsement/promotional agreements, modeling and talent agreements, photographer agreements, and moral rights.
- **Full-service IP litigation**, in both state and federal courts as well as in alternative dispute resolution settings, from temporary restraining orders and preliminary injunction hearings through discovery, trial, and appeal. Our experience includes asserting and defending against claims of:
  - Infringement of registered and unregistered marks under the Lanham Act and state law.
  - Copyright infringement, including the infringement of architectural works, under the Copyright Act.
  - Patent infringement.
  - Trade dress infringement.
  - Misappropriation of trade secrets.
  - False advertising.
  - Breach of confidentiality provisions and covenants not to compete.
  - Violation of the federal Computer Fraud and Abuse Act.
  - Violation of North Carolina's Unfair and Deceptive Trade Practices Act.
  - Related contract and business tort claims.
- **Social media** issues and company policies.
- Counseling services with respect to **contests**, sweepstakes, and promotion laws.
- Review of packaging and **advertisements** in all forms of media, and marketing and promotional materials, to ensure proper trademark usage, non-infringement of third-party IP rights, copyright protection, and claims substantiation.



# Intellectual Property



**Parker Poe**

Attorneys & Counselors at Law