

## INTELLECTUAL PROPERTY

### Intellectual Property

#### Intellectual Property = Strategic Assets

We believe that intellectual property is often a company's most valuable asset.

Hoge Fenton helps clients protect and leverage the value of their inventions, brands, proprietary work, and trade secrets. Hoge Fenton utilizes the firm's powerful network of international counsel to protect and enforce intellectual property rights wherever our clients do business.

Start-ups and established organizations regularly turn to Hoge Fenton to help them make strategic decisions about structuring their intellectual property in terms of patents, trade secrets, trademark and copyright registrations.

#### M&A: Due Diligence

Our attorneys offer strategic counsel on mergers and acquisitions to put our clients in the best possible negotiating position.

#### Tech Transactions and Commercial Licensing

Our Tech Transactions Practice provides tech companies with legal and strategic advice based on our local legal expertise, specifically in Silicon Valley, California, and the U.S. We augment our local expertise with a global perspective and reach. We represent top-tier technology companies in California and around the world in complex, cross-border transactions involving licensing, R&D, joint development, manufacturing and other tech transactions.

#### Patent Counseling, Licensing and Disputes

Hoge Fenton regularly helps clients protect and maximize the value of their inventions from the earliest spark of an idea. Our attorneys draft comprehensive licensing agreements and contracts to establish patent protection and guide our clients through any post-issuance proceedings. Should a conflict arise, we help clients reach a resolution swiftly and efficiently, without the need for litigation when possible.

#### Trademark and Copyright Registration, Protection, and Enforcement

A company's brand sets it apart from competitors and carries hard-earned goodwill. Hoge Fenton guides clients on selecting, clearing, and registering trademarks and copyrights for usage so that the client's revenue streams are protected, and their business risks are mitigated. We also represent clients in domain name disputes and matters involving cybersquatters. In the event of a conflict, our attorneys have extensive experience defending and prosecuting trademark claims before the United States Patent and Trademark Office and in court.

## **Trade Secrets and Unfair Business Practices**

Trade secrets are one of the most valuable forms of intellectual property. Yet with the rise in employee mobility and the rapid evolution of technology, it is easier than ever for trade secrets to be compromised or stolen.

We strive to resolve conflicts in the most cost-effective and expeditious manner possible, encouraging alternate dispute resolution whenever appropriate. Our attorneys provide clients with a realistic evaluation of the merits of their case and recommend the appropriate strategy and staffing to maximize the chance for success. When litigation becomes inevitable, our clients turn to us due to our reputation and over 50 of years of trial experience. Additionally, judges and other attorneys routinely refer clients to us to resolve trade secrets disputes.

Hoge Fenton helps clients with the full spectrum of trade secrets services:

- Helping owners establish protection plans
- Resolving disputes (including prosecuting and defending against alleged theft)
- Anti-trust
- Unfair trade practices
- Unfair competition litigation.

## **Primary Contact**

- Ron C. Finley

## **Related Attorneys**

- Dana Brody-Brown
- Edward R. Hearn
- Karl D. Chandler
- Eugene Ashley
- Thea K. Wagner
- Ron C. Finley
- Remington A. Lenton-Young
- Benjamin L. Chen
- Andrew McClelland