



# LADAS & PARRY

New York – Chicago – Los Angeles  
Washington D.C. Area – London – Munich

[www.ladas.com](http://www.ladas.com)



**INDUSTRIES WE SERVE:**

- FASHION, APPAREL & FOOTWEAR
- FINANCE AND INSURANCE
- LIFE SCIENCES, BIOTECHNOLOGY, AND MEDICAL DEVICES
- CONSUMER AND INDUSTRIAL GOODS
- FOOD AND BEVERAGE
- ELECTRONICS AND SOFTWARE
- MOBILE TECHNOLOGY
- MEDIA AND TELECOMMUNICATIONS
- TRANSPORTATION, HOSPITALITY & LEISURE
- UNIVERSITIES & RESEARCH AND DEVELOPMENT INSTITUTIONS
- & OTHERS

**OUR ATTORNEYS**

Our attorneys are experienced and skilled, service-oriented and business-friendly. We consider issues from an international perspective, where appropriate, and make every effort to provide practical, cost-efficient advice aligned with the business needs of our clients. Our legal services are supported by innovative tools and technologies such as our proprietary online client access platform for IP portfolio management, Ladas Exchange.

**DIVERSE CLIENT AND INDUSTRY BASE**

Ladas & Parry's diverse client base has included over 300 of the Fortune 500 companies, and ranges from high-profile, multinational corporations to small and medium-sized enterprises.

**GLOBAL LEADER IN INTELLECTUAL PROPERTY**

Founded in New York in 1912 by British patent agent Lawrence Langner, Ladas & Parry has over a century of experience as a leader in global intellectual property law. With offices in New York, Chicago, Los Angeles, Virginia, London, and Munich, our firm enjoys a far-reaching international reputation and an impressive history. We have a deep understanding of international intellectual property law and stay on the cutting edge of legal developments in every country in the world.

# IP: INTERNATIONAL PERSPECTIVE



**AS AN ENTERPRISE GROWS, ITS NEED FOR INTELLECTUAL PROPERTY PROTECTION EXPANDS.**

Our law firm represents owners of IP rights at every stage of development, both domestically and internationally. Our broad range of experience includes all aspects of patent, design, trademark, trade secret, domain name and copyright law, as well as related areas such as entertainment law, security interests in intellectual property, licensing, franchising, e-commerce and Web 2.0 issues.

We have managed high-profile, global IP portfolios for decades. With six offices in the United States and European Union, we handle substantial legal projects with a business-friendly approach. We tailor our services to support our clients' objectives, within their budgetary requirements, while protecting their most valuable IP assets worldwide.

**THE LADAS ADVANTAGE**

- Strategic counsel with comprehensive knowledge of intellectual property laws and practices in the United States and throughout the world
- Attorneys that always consider advantages and disadvantages of pursuing legal activities, while providing clients with the required risk assessment they need to make informed decisions
- International perspective and solid relationships in almost 200 jurisdictions throughout the world give us insight into intellectual property law as it evolves
- Dedication to client service that has kept us at the forefront of our profession for over 100 years

## IP: INTERNATIONAL PERSPECTIVE

# LADAS & PARRY OFFERS EXPERTISE IN ALL AREAS OF INTELLECTUAL PROPERTY

### UTILITY PATENTS & UTILITY MODELS

Our attorneys have vast experience in utility patents and utility models in all areas of technology, including electrical, mechanical, chemical, and biotechnology arts, as well as computer and telecommunications-related hardware and software, internet and e-commerce, business methods, and semiconductor devices. We offer a well-rounded global perspective to clients' concerns across a wide scope of industries, applying cost-effective strategies to secure protection aligned with our clients' business goals.

### LITIGATION & ENFORCEMENT

Our award-winning Litigation & Enforcement Group, with highly ranked, seasoned litigators, concentrates on protecting the valuable intellectual property rights of our clients, and ensuring that these rights are secure from infringement. We work closely with clients to learn the intricacies of their business and we draw upon a wide array of resources, including both governmental and non-governmental entities, to customize enforcement programs to suit each client's needs. We also advise clients on how to avoid costly infringement claims by others and help them achieve favorable early resolution of their intellectual property disputes.

### DESIGN PATENTS & DESIGN REGISTRATIONS

We have extensive global experience guiding clients in protecting product designs as consumers place greater attention on the look and feel of the products they purchase. Jurisdictions around the world not only vary in the types of protection that are available for designs, but also differ on the strength of protection afforded. We advise our clients on the best means, or combination of means, for protecting their product designs in a particular country, region, or worldwide.

### TRADEMARKS, BRANDS, TRADE DRESS, GEOGRAPHIC INDICATIONS

From logos to product configurations, storefronts to slogans, trademarks protect a company's identity and reputation. Ladas & Parry's award-winning Mergers, Acquisitions, and Licensing Group has successfully protected clients' brands worldwide for generations with a full range of trademark services. Our attorneys assist clients in evaluating and selecting trademarks for registration based on their business needs. We conduct and opine on trademark clearance searches covering single or multiple jurisdictions, secure registrations, and manage portfolios of all sizes.

### INTELLECTUAL PROPERTY TRANSACTIONS

Intellectual property and intangible assets form the basis of most corporate wealth in the industrialized world and a growing portion of the wealth in developing nations. We are pioneers in the commercialization, exploitation, securitization, and licensing of these rights. Our award-winning Mergers, Acquisitions & Licensing Group provides global expertise in commercial transactions involving any type of IP rights, ensuring that our clients' rights and the value of their IP are maximized in each transaction, whether we serve a supporting role in a larger deal or we handle the entire transaction within our firm.

### TRADE SECRETS

Sometimes the best way to protect valuable information and practices is to keep them secret. Our attorneys analyze the property for which protection is sought, and advise regarding the decision to maintain information and practices as trade secrets instead of disclosing them in patents or other disclosures, and how to best preserve the secrets to maximize protection under the law.

### COPYRIGHT & ENTERTAINMENT

Our attorneys are well-versed in the application of copyright law across a wide range of fields including technology, fashion and jewelry designs, motion pictures, computer software and mobile apps, written materials and music, books, catalogs, product labeling, and toys. In addition, we counsel production companies, motion picture companies, artists, models and athletes, entertainers, designers, comedians, writers, and their estates regarding how best to protect their character rights or rights of publicity/privacy, where available, and to ensure that they are being properly compensated from third-parties who use their names or likenesses. We advise clients in regard to the protection and enforcement of their rights, negotiation strategy, and contract drafting and disputes.

### DOMAIN NAMES & DIGITAL BRANDS

More than ever before, brands grow and commercial success is achieved in real-time and in the digital space. We counsel our clients in all aspects of how the internet affects their intellectual property and brand identities, protecting their interests through proactive portfolio management, defensive programs and aggressive enforcement.

# IP: INTERNATIONAL PERSPECTIVE

## SERVICE CATEGORIES

Ladas & Parry's wide range of IP expertise enables us to efficiently tailor services to fit clients' needs

### CLEARANCE, SELECTION, PRE-FILING OPINIONS & STRATEGIC COUNSELING

- Trademark Searches and Opinions on Availability for Use and/or Registration
- Pre-Filing Registration Strategies
- Patentability and Freedom to Operate Opinions
- Utility and Design Patent Drafting
- Copyrightability Opinions
- Comprehensive Global IP Strategies
- Valuation and Monetization of IP Rights
- Evaluation and Drafting of Branding Guidelines
- Counseling Regarding Notice, Marking and Attribution

### IP AUDITING & MANAGEMENT

- IP Rights Audits
- Due Diligence
- Trademark Gap Coverage Analysis
- Domain Name Audits\*
- Education & Direct Counseling for Client Personnel, including Non-Legal, Business Personnel
- Education, Evaluation, and Comprehensive Auditing of Licensees

### MAINTENANCE, RENEWAL, AND CHAIN OF TITLE

- Trademark Declarations of Use, Renewals and Incontestability Declarations
  - Direct Renewal with the Trademark Offices of All Countries that Allow It
  - Online Platform for Clients to Track Deadlines and Instruct Renewals 24/7
- Trademark Declarations of Notoriety or Fame
- Recordal of Assignments, Changes of Corporate Name/Address, Mergers and other Title transfers
- Domain Name Renewal\*

### APPLICATIONS, PROSECUTION, REGISTRATION

- Preparation, Filing and Prosecution of Applications for IP Rights in All Jurisdictions
- Domain Name Registration\*

### COMPLIANCE & POLICIES

- Product Labeling
- Website Terms and Conditions of Service
- Website Privacy Policies
- Data Security and Privacy Counseling
- University IP Policies

### MONITORING & CUSTOMS

- Recordal of IP Rights with Customs Throughout the World
- International Watch Services\*
- Registration with the Trademark Clearinghouse and Domains Protected Marks List (DPML)\* for New gTLD Domain Names

### TRANSACTIONS & MONETIZATION

- Monetization Strategy Counseling
- Valuation
- Mergers and Acquisitions
- Strategic Alliances and Joint Ventures
- Due Diligence
- Security Interests and Collateralization
- Drafting and Negotiation of IP Agreements
  - Work-for-Hire Agreements
  - Licenses
  - Assignments
  - Settlement Agreements
  - Trademark Consents and Coexistence Agreements
  - Trade Secret & Non-Disclosure Agreements

### DISPUTES, ENFORCEMENT, DEFENSE

- Cease and Desist Letters
- Infringement Opinions
- Trademark Coexistence Searches
- Litigation
- Anti-Counterfeiting Enforcement
- Alternative Dispute Resolution, Arbitration, and Mediation
- Domain Name dispute resolution including Uniform Dispute Resolution Policy & Uniform Rapid Suspension Proceedings
- Trademark Opposition, Objection and Cancellation Proceedings
- Patent Opposition and Cancellation Proceedings, Including Post-Grant Review and Patent Inter Partes Review
- Patent Ex Parte Reexamination
- Internet Notice and Takedown Requests
- Reports of Violations of Social Media Website Terms & Conditions

### EDUCATIONAL PROGRAMS

We offer live, in-person and webinar educational programs to support our clients' needs with training for their in-house counsel, paralegals, marketing personnel, and other staff. We also offer similar programs in collaboration with firms, agents, companies, and associations in other jurisdictions.

\* Service provided by Principium Strategies – Ladas & Parry's preferred brand monitoring service and ICANN-accredited domain name registrar. [www.principiumstrategies.com](http://www.principiumstrategies.com)

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