



## Intellectual Property & Licensing

At Jackson Kelly, we understand that intellectual property is not just a legal asset, but the very cornerstone of your innovative endeavors. Our Intellectual Property Practice Group combines deep legal expertise with a profound appreciation for the ingenuity and creativity that drive your work.

We specialize in safeguarding the fruits of your innovation. Whether it's securing trademarks, defending against infringement, or navigating complex licensing agreements, our team approaches every challenge with a strategic, results-focused mindset. Our attorneys, seasoned in both prosecution and litigation, bring a balanced perspective to every case.

Our experience spans a broad range of industries, from cutting-edge technology startups to established corporations. We tailor our approach to fit your unique needs, ensuring that your intellectual property assets receive the robust protection they deserve.

### Approach to Intellectual Property Law

In this rapidly evolving field, staying ahead of the curve is key. Our team is not only well-versed in current law but also stays abreast of emerging trends and legal developments. This proactive approach ensures that we are always ready to guide you through the intricacies of intellectual property law.

Our approach to providing trademark and intellectual property law services is based on four principles: quality, efficiency, responsiveness, and value. We strive to deliver high-quality legal work that meets or exceeds your expectations. We use technology and innovation to streamline our processes and reduce costs. We communicate with you regularly and promptly to keep you informed of the status of your matters. We offer competitive rates and flexible fee arrangements that align with your budget and goals.

### Trademark Experience

At Jackson Kelly, we have a wealth of experience in trademark law, covering all aspects of searching, registering, enforcing, and licensing trademarks and service marks. We have helped clients across various industries secure and protect their brand identity by filing trademark applications and renewals with the U.S. Patent and Trademark Office (USPTO), conducting trademark clearance searches and opinions, negotiating trademark licenses and assignments, and litigating trademark infringement cases.

Our intellectual Property practice group leader, Joshua Claybourn, has even been recognized as a trademark "Leader" by the *World IP Review* (WIPR), a comprehensive guide to the top intellectual property lawyers across the globe. Whether you need assistance with selecting, registering, maintaining, or defending your trademarks, we have the expertise and resources to handle your trademark matters efficiently and effectively.

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### Copyright Experience

Jackson Kelly can assist with protecting and registering copyrighted works, provide counsel regarding the scope of rights in the U.S. and internationally, and represent clients in enforcement of copyright rights or infringement claims.

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### **Licensing Agreements**

At Jackson Kelly, we understand that licensing is a critical tool for leveraging intellectual property (IP) and expanding business opportunities. Our licensing practice combines legal expertise with a deep understanding of various industries to create tailored, effective agreements. We assist clients in both negotiating and drafting licensing agreements that align with their strategic goals, ensuring their IP assets are utilized to their full potential while safeguarding their rights.

These experiences underscore Jackson Kelly's prowess in crafting and managing licensing agreements that not only protect our clients' intellectual property but also foster growth, collaboration, and innovation. Our approach is always client-focused, ensuring that each licensing agreement we craft is as unique as the intellectual property it protects and the business it serves.

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