

Intellectual Property

HIGHLIGHTS

■ Sophisticated IP Services for Sophisticated Clients

Wilson Sonsini provides legal advice across all IP areas--from patent and trademark portfolio management to IP litigation.

■ Substantial Technology and Life Sciences IP Expertise

As the leading provider to technology and life sciences companies, Wilson Sonsini has helped clients develop, commercialize and protect their innovations, regardless of sector or scale.

■ Experienced IP Litigators

Wilson Sonsini has an experienced team of litigators that represent clients in contested matters involving IP--from PTAB and patent disputes to trademark and trade secret cases.

■ The Largest Technology Transactions Team

Wilson Sonsini's technology transactions practice--the largest of its kind--helps clients complete commercial transactions driven by IP.

OVERVIEW

Wilson Sonsini's comprehensive intellectual property practice assists clients ranging from growth-minded start-ups to multinational companies with trademark and copyright transactional matters.

The success of most companies depends on brand strength and vitality. As such, our IP attorneys understand the importance of developing sound, sophisticated IP strategies that leverage key assets, including trademarks and copyrights. They also know the value of building and protecting strong brands through advertising and promotions, particularly in highly competitive markets. In addition, they understand the importance of complying with the many applicable consumer laws and regulations, as well as the strategic value of preventative and proactive efforts.

PATENTS AND INNOVATIONS

Wilson Sonsini's patents and innovations practice helps clients leverage their IP, defend against claims of others, and establish a competitive position for the future in fields such as therapeutics, personalized medicine, research tools, and clean technologies. Our team helps growing companies achieve important milestones by securing, developing, and protecting their most vital IP assets, while also advising established companies responsible for advancing groundbreaking discoveries. We identify the areas in which IP protection is most critical to achieving the company's business objectives, determine the most effective methods of protection, and identify strategies to avoid issues with third-party patents.

Our patents and innovations team—which is highly integrated with the firm's corporate, litigation, and transactional practices—is comprised of more than 180 experienced patent attorneys, patent agents, and scientific advisors, most of whom possess Ph.D. or other advanced degrees in such areas as biology, chemistry, immunology, biomedical sciences, engineering, or other scientific fields. Over 130 of our attorneys and agents have been admitted to practice before the U.S. Patent and Trademark Office. In fact, our team includes several former USPTO executives, including a former Administrative Patent Judge, a former Deputy Administrator in the Office of Policy

and External Affairs, a former Deputy Commissioner for Patent Operations, and a former Deputy Commissioner for Patent Administration.

POST-GRANT REVIEW (PTAB)

The professionals in Wilson Sonsini's Patent Trial and Appeal Board (PTAB) practice are well suited to navigate the complex trial proceedings at the United States Patent and Trademark Office (USPTO). We have extensive experience before the PTAB, representing clients in numerous new trial proceedings, as well as reexaminations and patent interference trials.

Our practice includes professionals with decades of experience at the PTAB, including former PTAB personnel. As the needs of a case may require, our team also collaborates with other Wilson Sonsini professionals, including federal court patent litigators and patent prosecutors, with doctorates or other advanced technical degrees. Our core team leverages firmwide IP expertise to provide comprehensive IP solutions for clients that cover strategy, prosecution, licensing, enforcement, and defense. When there is concurrent infringement litigation, our PTAB litigation team coordinates seamlessly with our other litigators.

TECHNOLOGY TRANSACTIONS

One of Wilson Sonsini's key differentiators is the firm's extensive and highly regarded technology transactions practice (TTG), which is dedicated solely to commercial transactions driven by IP. Our TTG team consists of approximately 50 attorneys, many of whom hold advanced degrees in engineering or science and are expert in the full range of matters related to complex and sophisticated technology transactions. Each year, our attorneys negotiate hundreds of strategic business collaborations, placing clients in optimal positions to succeed in today's complex global marketplace.

TRADEMARK AND COPYRIGHT

Wilson Sonsini's clients include some of the best-known brands in the world. The results of our work can be seen throughout the U.S. and around the world in ads, in digital media, on store shelves, and on factory floors. The firm's long history of partnering with industry disruptors has given us the opportunity to be involved with new, innovative companies seeking to convert game-changing ideas into products, and rare skills into unique services. That means our trademark law clients have often needed more than mere mark registration and filing assistance. They've needed strategic IP vision and a comprehensive view in the course of defining their business, and their brand. And Wilson Sonsini delivered.

Wilson Sonsini also provides comprehensive transactional and counseling advice concerning copyrights, including related registration and licensing services. As the premier law firm provider to technology companies, Wilson Sonsini's IP attorneys have represented emerging online, mobile, on-demand service, and digital printing technologies, as well as market-leading participants in the highly competitive entertainment, search, social media, software, digital media, and e-commerce sectors. Additionally, Wilson Sonsini has represented clients in the retail, healthcare, life sciences, transportation, and higher education industries, as well as other types of organizations seeking to protect and leverage copyrightable works. We also counsel U.S.-based clients on international copyright matters and non-U.S. companies on operating in the United States.