

HUSCH BLACKWELL

Intellectual Property

Husch Blackwell helps clients develop and protect their intellectual property to maximize profits and secure a competitive edge. Our team has more than 80 attorneys with experience in IP acquisition, maintenance, protection, enforcement, litigation and commercialization. We partner with universities, research facilities, companies of all sizes and individuals to turn their innovations into revenue-producing assets.

Our IP attorneys understand complex technologies, and they have prepared and prosecuted thousands of patents and trademarks across a wide range of industries. To accommodate clients' needs for global enforcement and protection, our team has assembled an international network of more than 300 associate firms in 120 countries. A Husch Blackwell attorney has worked directly and personally with every law firm in the network.



Counseling

- IP portfolio audits & management
- Risk analysis
- Product development



Prosecution

- Patent, trademark & copyright filings
- International IP protection



Litigation

- Patent, trademark & copyright litigation
- Federal Circuit & ITC experience
- *Inter partes reviews* (IPRs)
- Trade secrets



Transactions

- Technology transfers
- Software & technology licensing
- M&A due diligence
- Strategic alliances & joint ventures



Husch Blackwell was recognized as a National Tier 1 firm for Intellectual Property Litigation and a Tier 2 firm for Trademark Law in the 2022 *U.S. News & World Report Best Law Firms* directory.



Husch Blackwell's Intellectual Property practice received a top ranking from *Chambers USA 2021*

80+

Number of Husch Blackwell Intellectual Property attorneys

1000+

U.S. and international patents filed by Husch Blackwell in an average year

Work Highlights

- Represented AMC Entertainment in its strategic partnership with Dreamscape Immersive, the Los Angeles-based entertainment and technology company, to develop virtual reality (VR) content and facilities
- Defended Emerson Electric against allegations of trade secret theft in connection with a winning bid to build a \$200 million data center for Facebook Inc.
- Represent Rawlings Sporting Goods as worldwide IP counsel in the wake of its \$395 million spin-off from Newell Rubbermaid
- Prevailed for a major manufacturing company in a decade-long trademark litigation with Honda regarding the marketing of a single-cylinder general utility engine
- Defended Emerson Electric before the Federal Circuit in patent litigation in connection with motion control system technology
- Won a series of *inter partes* reviews for Cascades Canada ULC before PTAB in a patent dispute over the configuration of folding napkins used in dispensers

Members of our Intellectual Property team hold influential positions and help to shape the conversation on IP policy and law on a national level:

- Editorial Board Member, *IP Litigator* magazine
- Young Lawyers Committee, Patent Trial and Appeal Board Bar Association
- Former Chair, Internet Corporation for Assigned Names and Numbers (ICANN) Implementation Recommendation Team
- Adjunct Faculty, Washington University
- Vice-Chair, International Trademark Association Impact Studies Committee
- Pharmaceutical & Biotechnology Issues Committee, Intellectual Property Owners Association
- Former Chair, Litigation Committee, Intellectual Property Law Association of Chicago
- Former Member, Local Patent Rules Committee, U.S. District Court, Northern District of Illinois
- Member, American Intellectual Property Law Association Biotechnology and Chemical Practice Committee
- Member, Association of University Technology Managers



The advice and service that we get from Husch Blackwell are second to none. We work with several other firms for matters outside of intellectual property, and the experience just simply is not the same. Most importantly, the Husch Blackwell team offers the one thing that all clients are ultimately looking for in an attorney: SUCCESS.

— **Jamie Hawken, Vice President and General Manager, Utility Concrete Products LLC**



Relentless client focus.

At Husch Blackwell, we have built our law firm around one idea: to guide our clients from where they are to where they want to be. Our industry-centric approach gives us a deep understanding of what our clients face every day. But more than that, it creates a shared vision that moves our clients forward.