



Intellectual Property

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Property*

STRADLEY  
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RONON

## Overview

From patents to copyrights, from trademarks to trade secrets, from privacy to publicity and everything in between, our attorneys rely on decades of experience to protect our clients' intellectual property (IP) assets and handle the full scope of their IP matters.

Our IP lawyers regularly assist clients with drafting and prosecuting U.S. or international patent and trademark applications; filing copyright registration applications; performing due diligence reviews and analyses; analyzing and drafting infringement or validity legal opinions; advising on trade secret matters; advertising, internet and cyber issues; and protecting IP assets or avoiding infringing the IP rights of others. What's more, Stradley Ronon attorneys have litigated patent, trademark, copyright and trade secret cases in state and federal courts and at the appellate level, and have counseled clients in numerous adversary matters before the U.S. Patent and Trademark Office.

IP issues we handle include:

### Patent Procurement

Drafting and prosecuting U.S. and international patent applications.

### Trademark Procurement

Drafting and prosecuting U.S. and international trademark applications.

### Copyright Procurement

Drafting copyright registration applications.

### Trade Secret Matters

Advising clients on trade secret and proprietary information matters, including employment and consulting agreements, joint ventures and nondisclosure agreements.



### Trial-Level and Appellate-Level IP Litigation

Litigating IP matters in federal and state courts, before the International Trade Commission, in U.S. Patent and Trademark Office *ex parte* and *inter partes* proceedings, and in appeals before the U.S. Court of Appeals for the Federal Circuit and the Circuit Courts of Appeals.

### IP-Related Alternative Dispute Resolution

Arbitration, mediation and other ADR options.

### Portfolio Strategy Development and Counseling

Counseling clients relating to IP portfolio strength, scope and development.

### Licensing

Drafting and reviewing IP rights transfer agreements, including licenses, assignments, IP-related provisions of general business licenses, and litigation of settlement documents.

### Advertising and Marketing

Providing counsel on protection, licensing and enforcement of intellectual property rights while finding creative solutions to highly technical and complex issues.

### Entertainment and Media

Working with talent and producers to develop projects, including addressing union issues, options, life rights and production agreements as well as brand management, publicity, sponsorship, merchandising, licensing and distribution agreements.

### Due Diligence Reviews

Undertaking IP due diligence reviews and analyses relating to business, asset and IP portfolio acquisitions.

### Opinion Analyses

Analyzing and drafting legal opinions involving patents, trademarks, copyrights, trade secrets, advertising, privacy rights, entertainment law and other forms of IP, specifically including patent infringement and right-to-use opinions, patent validity opinions, patentability opinions, trademark right-to-use and right-to-register opinions, trademark dilution opinions, domain name opinions, internet and cyber opinions, copyright opinions and third-party opinions.

# CLIENT SPOTLIGHT



## Stringing Together IP Results for Martin Guitar

Headquartered in Nazareth, Pennsylvania, Martin Guitar has been creating some of the finest instruments in the world since 1833. Martin guitars have been used by luminaries such as Elvis Presley, Johnny Cash, Bob Dylan, Eric Clapton and Willie Nelson. In fact, the U.S. Patent and Trademark Office has recognized the fame of Martin's trademarks.

Among the many interesting and unique IP issues that have arisen around the world are a dispute over the theft of the company's signature trademark in China, enforcement of marks globally and on the Internet, contracts with musicians, and licenses with others in the music industry. Stradley Ronon understands the importance of the Martin brand and trademarks, and provides strategic counseling and management directed to Martin's global trademark portfolio.



## IP Group Lives and Breathes Air Products

With more than 20,000 employees and operations in over 50 countries around the world, Air Products supplies a unique portfolio of atmospheric gases, process and specialty gases, performance materials, equipment and services – and is the world's largest hydrogen

supplier. It serves customers in dozens of major international industries, including food and beverage, health and personal care, energy, transportation and semiconductors.

Stradley Ronon has managed multiple patent portfolios for Air Products for more than 15 years. Stradley Partner Joseph Rossi works in Air Products' corporate offices one day a week, collaborating directly with Air Products' in-house patent counsel, as well as with the managers and inventors at the company. This close-knit relationship gives Joe and our IP group an intimate knowledge of our client's business, its needs, and, perhaps most important, its people.



## A Prevailing Patent for Pentec's PROPLETE®

One of Stradley's partners, along with the inventor of Pentec Health's PROPLETE®, Eileen Moore, and hemodialysis specialist Jerry Van Bolt, traveled to the U.S. Patent Office in Alexandria, Virginia, to discuss rejections levied against the patent application for PROPLETE®, an effective treatment for hemodialysis patients. Based on this meeting and some follow-up discussions with the patent examiner who was scrutinizing the application, the IP team was able to secure a patent. PROPLETE® is a line of intradialytic parenteral nutrition (IDPN) solutions uniquely formulated to meet the needs of the protein-malnourished hemodialysis patients who consume adequate calories but inadequate protein.



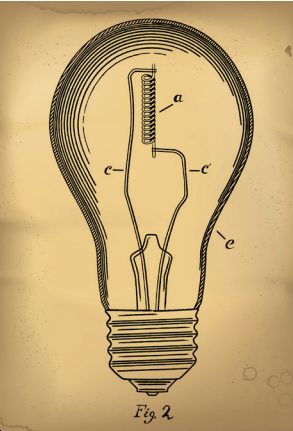
## The Backbone of Titan Spine's Patent Portfolio

When Titan Spine Inc., a fast-growing company based in Wisconsin that specializes in the design, manufacture and marketing of implants for use in the cervical and lumbar spine, needed advice on its patent portfolio, it turned to Stradley Ronon.

In an unprecedented interviewing strategy, our IP team conducted 11 in-person interviews during a single session with a U.S. Patent and Trademark Office examiner. Working closely with our client's inventors, our attorneys thoroughly explained the technology to the examiner and distinguished the 11 separate inventions over the prior art at issue. Titan Spine and Stradley Ronon's patent strategy has been so effective that Spinemarket, Inc., the leading information resource covering the spinal implant market, took note. Spinemarket reported that Titan Spine ranked third, just behind significantly larger companies, in published patent applications for interbody spinal devices.



For more information on our Intellectual Property practice, visit  
[www.stradley.com/ip](http://www.stradley.com/ip).



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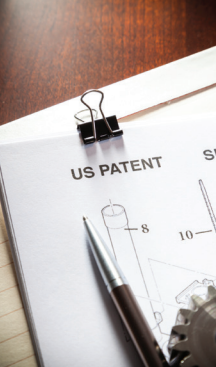
## ABOUT STRADLEY RONON

For more than 95 years, Stradley Ronon has helped private and public companies – from small businesses to Fortune 500 corporations – achieve their goals. With eight offices and more than 200 attorneys, Stradley Ronon is proud to help companies manage their legal challenges and grow their businesses.

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

## LOCATIONS

Pennsylvania  
Washington, D.C.  
New York  
New Jersey  
Illinois  
Delaware



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