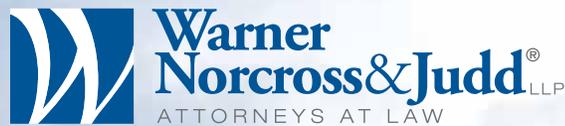


IP Strategy

Development & Management



Intellectual Property: Planning and Strategy

At least 3,500 lawsuits alleging patent infringement are filed annually in the U.S. Each one can cost a company \$3 million or more and keep a patent tied up in court for years. So the stakes are high – for both sides. As the number and scope of these intellectual property (IP) disputes rockets upward, both in the U.S. and internationally, having a strong IP strategy to protect your innovations and reduce associated risk will give your company a sustainable competitive advantage.

The best way to convert your intellectual capital into secure intellectual property is to create a corporate IP strategy. Only when you have a sound and comprehensive IP strategy are you assured that your innovations – your technology, products, brands and designs – will be yours and yours alone.

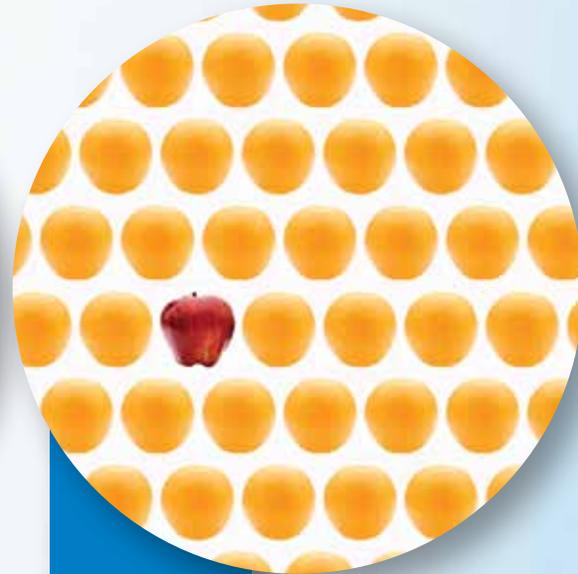
No matter if you're a technological leader or a fast follower, a company that uses a patent as a competitive weapon or as a direct path to revenue, we can tailor an IP strategy that will reduce your risk of infringement and help you meet your specific goals.

Companies that fail to invest in a long-term strategy are failing to capitalize on their greatest assets. Conversely, the wise investor in a comprehensive IP strategy converts intellectual capital into intellectual property and, in the process, gains a competitive advantage.



Define

Protecting your IP is not a one-size-fits-all endeavor. A cutting-edge innovator, for example, will have different goals than a company that seeks to capitalize on the latest trends. We review corporate business plans, missions and strategies; assess technical strengths, weaknesses and risks; review finances and discuss timelines as a way to begin developing an IP strategy that will both protect your company's IP and minimize your risk of ending up in court. Then we work with you to communicate the resulting goals to employees, investors and owners.



Assess

Where does your business's intellectual capital come from? You may think the research and development staff is solely responsible, but the answer is much more comprehensive. Other employees, consultants, investors and customers are engaged in building potential. That's why our analysis is vast as we determine how you harvest and protect intellectual capital. The geographic scope of our evaluation will depend upon current and anticipated contracts with customers. A global reach is not uncommon. We'll also develop a timeline. We understand that keeping your trade secrets close to the vest costs money, so we'll help you figure out how long to keep them alive.

In Good Company...

Amway

 **BOSCH**

Consumers Energy

DOW

 **FIFTH THIRD BANK**

HAWORTH

Kellogg's

 **TONSDALE**
LONDON

 **PERRIGO**

 **Slazenger**

stryker

 **Whirlpool**
CORPORATION

WOLVERINE



Evaluate

Knowing the

competition is important. We can help you monitor your competitors, determine what they have protected, what's working for them, where they operate and where they may be at risk. Not only will we help you avoid pitfalls, we'll also work to convert their weaknesses into your opportunities. This evaluation helps determine the current state of technology in your industry and provides valuable clues as to where things are headed.



Develop

The information

compiled in the preceding steps will allow us to develop a detailed IP blueprint. From it, we'll work with you to determine the who, what, when, where and why of IP protection and risk avoidance. We'll analyze your present and future positioning in your industry and set a clear path for moving ahead, one that will serve as a roadmap for a company-wide IP strategy. We'd be pleased to help you implement it, too.

 **Warner
Norcross & Judd**[®]
ATTORNEYS AT LAW

Technology and Intellectual Property

- **Copyrights**
- **IP Enforcement and Litigation**
- **IP Strategy Development**
- **Patent Prosecution and Portfolio Management**
- **Privacy and Information Security**
- **Technology and IP Licensing, Purchase and Sale**
- **Trademark Portfolio and Brand Management**

For more information on Technology and Intellectual Property, visit WNJ.com or contact us at 866.533.3018



A BETTER PARTNERSHIP[®]
WNJ.com • 866.533.3018