



# Patent & Trademark Counseling, Licensing & Prosecution

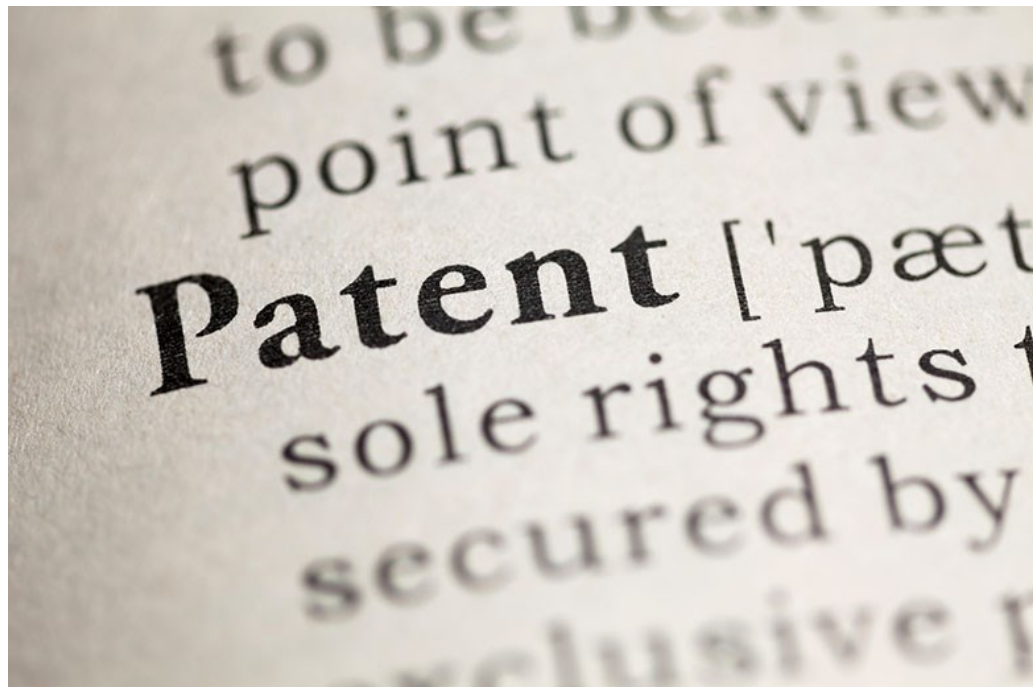
## Key Contacts



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## Accolades

"With its national coverage and depth of expertise, the firm's bet-the-company labor and employment litigation practice is very well known."

*Legal 500 US*

## Overview

Companies seeking to protect and expand market share often look to develop and maintain robust patent and trademark portfolios as part of their business strategy. While the goals may vary—erecting barriers to entry, driving revenue through licensing, enhancing product recognition, building brand loyalty—one thing remains constant: the need to maximize value, and minimize risk.

O'Melveny's patent and trademark prosecutors work closely with our clients to develop patent and trademark portfolios—and portfolio management practices—that do just that. Looking at every issue from both a legal, and a business, point of view, we offer the depth of an intellectual property boutique combined with the unmatched resources of a global powerhouse.

We provide a full suite of services, including the following:

- Patent and trademark prosecution and other proceedings before the United States Patent and Trademark Office (USPTO) and the US

- Trademark Trial and Appeal Board (TTAB)
- Due diligence
- Infringement analysis
- Risk assessment
- Portfolio review, management, and maintenance
- Licensing (in- and out-bound), including open-source licensing
- Portfolio counseling
- IP support in connection with mergers, acquisitions, joint ventures, collaborations, and cross-border transactions
- Trademark searches

## Clients

### Related Industries

- Consumer & Retail Products
- Entertainment & Media

### Related Practices

- Copyright Law
- Corporate & Transactional
- Intellectual Property & Technology
- Mergers & Acquisitions
- Patent & Technology Litigation