

# IP for a New Age

The world has changed.  
Not since last year. Since last night.

With each new dawn, dreamers and doers  
are taking on new challenges. Exploring  
new vistas. And creating the ideas and  
innovations that are reshaping the way  
we live, work and play.

What was once gradual progress  
is now constant transformation.

What we could once predict  
we can now only imagine.

This is the New Age.

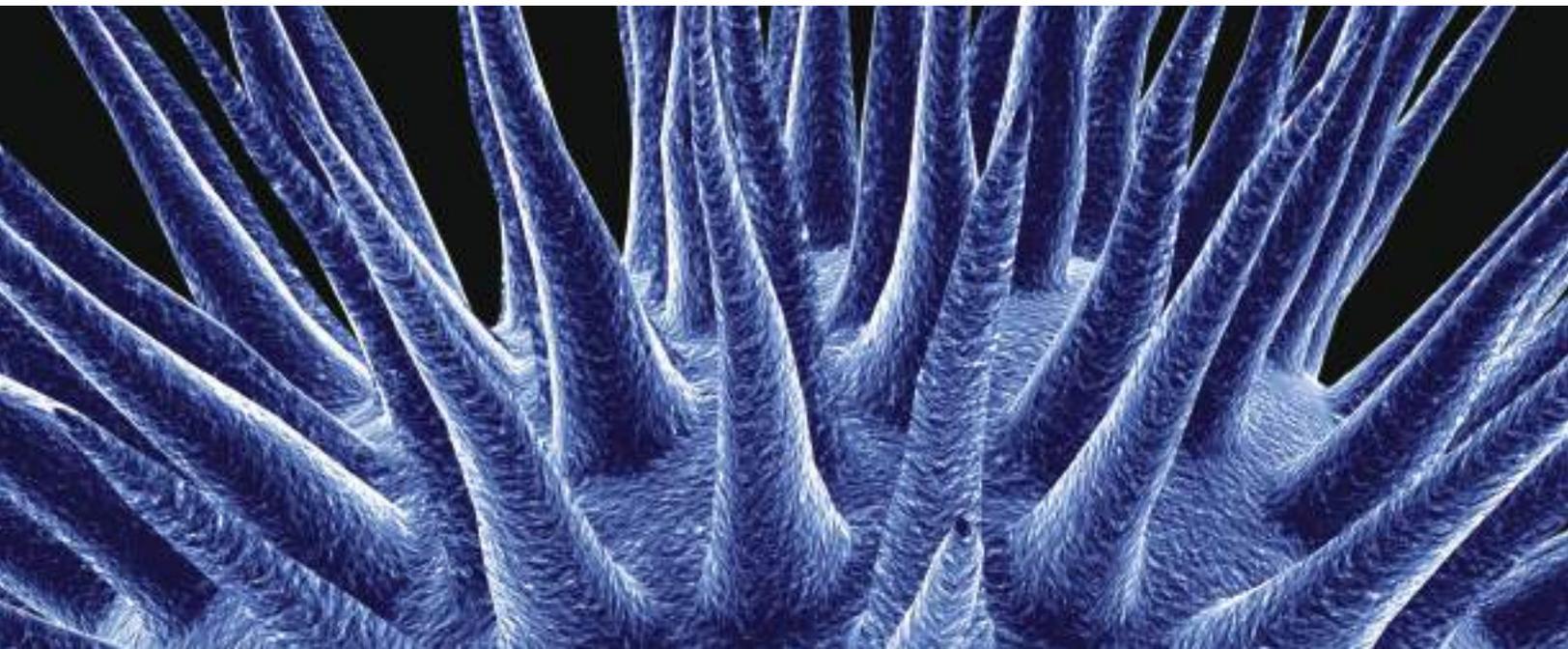
**Welcome.**

# About Knobbe Martens

Attorneys with vast and varied industry expertise. More than half a century of representing some of the world's most cutting-edge clients. And a combination of technical and legal excellence that is simply unmatched. We are Knobbe Martens, one of America's preeminent IP law firms. But more than that, we are champions of change—a group whose collective skill, experience and commitment is focused on one abiding goal:

**“ To advance and protect  
those whose innovations  
move the world ever forward.”**

We know your issues. Your pressures. And should the need arise, we know how to aggressively protect the assets that give your business its competitive edge—with extensive experience and intimate knowledge of domestic and international judicial systems.



# Industries Represented

- Aesthetics & Personal Care Products
- AgBio
- Automotive, Transportation & Power Sports
- Biosimilars
- Biotechnology
- Chemical
- Clean Technology
- Communications Technology
- Construction & Home Improvement
- Electronics & Semiconductors
- Fashion & Jewelry
- Financial Services & Business Methods
- Food & Beverage
- Healthcare Information Technology
- Media & Entertainment
- Medical Devices & Procedures
- Nanotechnology
- Optics
- Pharmaceuticals
- Restaurant & Hospitality
- Software & Information Technology
- Sporting Goods & Recreation



# Practice Groups

## Litigation

Our litigation successes are unparalleled—not only in the courtroom but also in the boardroom, where we succeed in achieving our clients' strategic business goals. With more than half of the firm's resources devoted to our litigation practice, we have the depth and experience to succeed in the most complex intellectual property cases. When the stakes are at their highest, we're at our best.

## Patents

We provide complete patent services that help create and protect the inventions that shape our world. Our attorneys are unrivaled in the depth of their experience and technical expertise, providing strategic guidance and services that include patent counseling and prosecution, new product clearance and licensing, and counsel regarding patent enforcement and the avoidance of possible infringement issues.

## Copyrights

Protecting and enforcing copyrights are cornerstones of our IP services. We have vast experience in this field, regularly assisting clients to secure global copyright privileges and ownership of copyright assets. We also counsel clients on enforcing copyrights and defending copyright claims in federal court litigation and appeals throughout the country and coordinate with foreign attorneys to enforce rights and defend claims internationally.

## Trademarks

In an increasingly competitive world, establishing and maintaining a strong brand identity is more important than ever. We are recognized leaders in the field of trademark law, providing unmatched guidance to both start-ups and Fortune 100 firms. Our trademark attorneys have extensive experience in all facets of the law, providing strategic trademark, branding and protection counseling for major brands—both domestically and in more than 100 jurisdictions worldwide.

## Trade Secrets

Our team of litigators has won countless high-stakes trade secret cases, representing both owners of trade secrets and those accused of misappropriating the trade secrets of others. Our victories and





positive results include jury verdicts, summary judgment decisions and negotiation of favorable settlements. We're also unmatched in the depth of our technical expertise. Instead of learning, we're acting, quickly devising strategies based on our thorough knowledge of complex technical matters.

## **USPTO Trials and Post-Grant Proceedings**

The past several years have seen a dramatic increase in cases involving post-grant proceedings before the United States Patent and Trademark Office (USPTO). We are one of few firms able to successfully handle both the range and complexity of such cases. Our team has extensive experience managing and resolving Inter Partes Reviews (IPRs), Covered Business Method patent reviews (CBMs), Post Grant Reviews (PGRs), patent interferences, and derivation proceedings. Our USPTO-registered attorneys regularly develop strategies that help our clients either avoid these proceedings, or utilize them to their advantage.

## **Licensing**

Licensing can be an effective way to increase market share and generate new revenue streams. But it can also pose significant challenges. Our team has the experience and expertise to get the job done—providing a wide range of technological, legal, strategic and business acumen. We routinely assist clients in a wide variety of transactions, including patent, copyright and trademark license agreements, joint venture agreements, strategic licensing programs, and more.

## **International**

Innovation is blind to borders and boundaries. That's why Knobbe Martens maintains a truly global presence, representing clients and their interests in nearly every country in the world, and helping them achieve their international market and strategic goals. We serve our domestic clients through a cohesive network of foreign lawyers and agents—teaming with them to quickly resolve matters in a particular country or region. Likewise, we serve our international clients throughout the U.S. to meet the full range of their U.S intellectual property requirements.

