



TRUSTED LEGAL EXPERTISE

## Intellectual Property Law

The HFM Intellectual Property practice brings over 80 years of legal experience to modern day matters, successfully working with clients on strategies to assess, protect, manage, enforce and defend their patent, trademark, copyright, and other intellectual property law rights.

We bring very diverse technical experience and training to our intellectual property engagements, with a results-oriented focus on protecting our clients' rights for their latest technological advances, artistic works, and names and logos which identify their brand. Our work in intellectual property law also includes advising clients in a wide variety of industries on unfair competition, trade secret, and e-commerce issues.

Our experience and knowledge of intellectual property guides our ability to work with clients in developing an intellectual property protection strategy; to conducting patent, trademark and copyright "right to use" or clearance searches; to registering rights in such patents, trademarks, and copyrights with the appropriate governmental authority. We take every possible step to secure rights in the inventions, creative material, and other intangible property our clients own and develop.

In addition to protecting intellectual property, HFM's attorneys focus on enforcement. Proper management and control are essential to maintaining ownership of valuable intellectual property assets and realizing maximum profits. Our team prides itself on our dedication to counseling clients on business transactions and implementing effective strategies for licensing their intellectual property.

We represent the interests of companies of all sizes, from global corporations to individual artists and inventors. HFM works with clients in a variety of highly-regulated industries including:

- ▶ Telecommunications
- ▶ Clean energy/carbon-neutral sources
- ▶ Medical devices
- ▶ Financial services
- ▶ Food and alcoholic beverage products and services

The breadth of our experience extends to representing individuals and businesses in industries as diverse as:

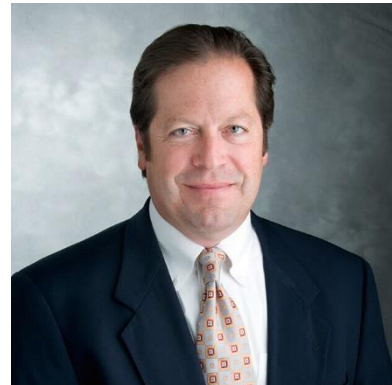
- ▶ High technology, including manufacturers of consumer electronics and energy/power storage and delivery systems
- ▶ Action sports and fitness products, music and entertainment service providers, online businesses
- ▶ Creators and authors of various media and works of art, designers in surf, skate, snowboard and fashion industries
- ▶ Gift and home furnishings manufacturers
- ▶ Information technology companies



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