

# Buchanan



## Buchanan Intellectual Property

Protecting. Enforcing. Creating Value.

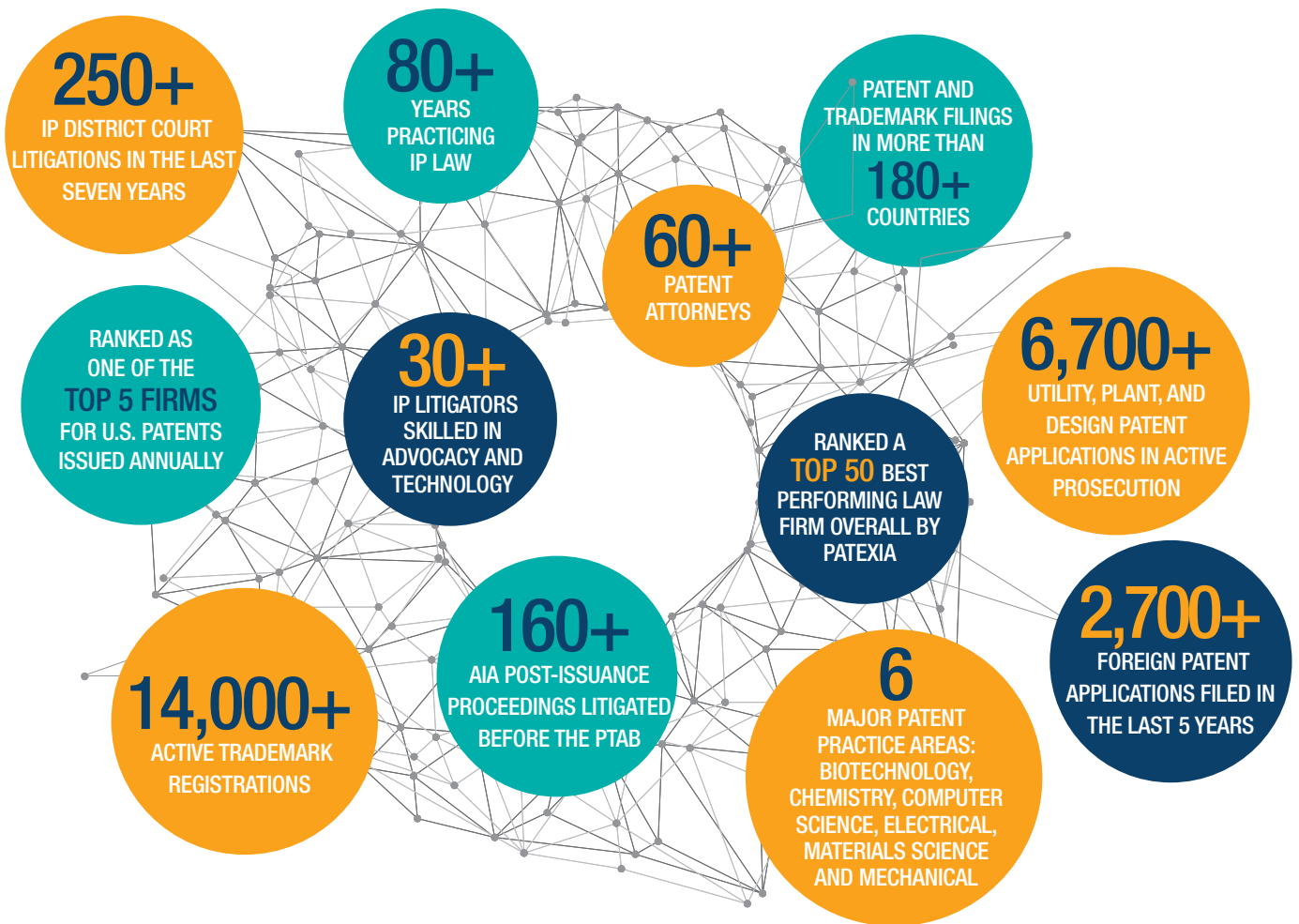
Your intellectual property—your ideas, innovations, proprietary techniques, data, and brand—is the lifeblood of your success. You need the right legal partner to turn that protection into a business advantage. We are an extension of your team, working in tandem with you to understand and support your goals while tailoring strategies to meet your unique global objectives. From managing patent and trademark portfolios worldwide to handling IP litigation and advising on technology transfers. Buchanan IP® is your all-in-one partner committed to amplifying your innovations while safeguarding what matters most.

It is Your Lifeblood: **Protect It**

### IP Procurement (Patent, Trademark and Copyright)

Intellectual property procurement is the cornerstone of our full-service IP section, and we strive to provide efficient and cost-effective service for our clients. For patent protection, we have more than 45 practitioners registered to practice before the USPTO, with an extensive network of foreign counterparts for obtaining global rights. Our team procures patents in the biotech, chemical, computer science, electrical, materials science, and mechanical arts. For trademark and copyright protection, our team of attorneys and paralegals handle every detail of your brand registrations and acquisitions. We prosecute thousands of patent, trademark and copyright applications here and abroad each year.

## Strength in Numbers Across All Technologies



### Opinions and Counseling

We can advise you on both portfolio management and risk-reduction strategies. Depend on our team for strategic guidance on developing, using and enforcing your IP portfolios, both domestic and international. Let Buchanan IP help you develop patent strategies that maximize your IP budget, advise you on critical risk issues, and recommend strategies for asserting your IP rights.

## It is What Makes You Unique: **Defend It Fiercely**

### Patent Litigation

Many patent disputes are now being litigated in more than one forum, typically in district court and before the USPTO. But not just any trial lawyer can be an effective IP trial lawyer. Explaining complex innovations to judges and juries takes lawyers who know the science and technology, as well as the law, and who have the trial skills to persuade the factfinder. Our IP litigation team has prevailed for clients in complex multi-party and multi-patent-related proceedings, as well as in trademark, copyright and trade secret matters. From selecting the right venue to developing an aggressive trial strategy, and throughout the trial and appellate processes, we have proven capabilities every step of the way.

## Patent Office Litigation

Post-grant proceedings, particularly Inter Partes Reviews (IPRs), Covered Business Methods (CBMs) and Post-Grant Reviews (PGRs) before the Patent Trial and Appeal Board (PTAB), offer an efficient way to challenge and defend patent rights. PTAB judges are trained to hear validity challenges involving highly technical, scientific, and patent law concepts – and at a lower cost than traditional district court litigation. Buchanan IP has handled Patent Office Litigation since the enactment of the America Invents Act (AIA) and can guide you skillfully through the PTAB proceedings.

It is the Value You Bring: **Bring It Brilliantly**

## IP Acquisition & Due Diligence

Correctly valuing IP assets for sale or purchase or as part of a merger or acquisition is critical. Our team of specialists can assist with all facets of IP-related transactions and valuations, including inter-company agreements, federal funding, cooperative research and development agreements, and due diligence. These are part of our DNA. And when you are wondering how you compare to your key competitors, let Buchanan IP give you an analysis of your IP rights and theirs.

## Don't Just Take Our Word for It

Because of our clients' successes, we receive accolades from clients, peers and journalists who follow developments in the IP world. Year after year our work is acknowledged in publications such as:

- Managing Intellectual Property
- Intellectual Asset Management
- International Legal Alliance Summit & Awards
- Super Lawyers *U.S. News & World Report* - Best Lawyers in America®
- *Law360* IAM Patent 1000
- *Chambers USA* IP
- IP Today



## Advancing Our Clients' Goals

### David Need Not Fear Goliath

The size of our adversaries is no deterrent. We achieved trial court and appellate court victories defending a specialty chemical company in an inventorship dispute against a global beverage giant.

### Connected & Effective

Buchanan IP secured more than \$440 million in patent royalties for a major national science agency. The patent covers 3 billion+ wireless devices around the world.

### True Relief for False Advertising

We will not stop working to get the best results for our clients. In a false advertising case concerning pharmaceutical products, the original jury award was a sweet victory, but we did not stop there. We convinced a federal judge that the defendant's false advertising was willful. The judge tripled the original jury award, awarding millions in damages to our client.

### Making It All Right Again

Our IP team forced a multi-million dollar settlement by one of the world's largest technology companies in support of our client's post-grant defense of its patent for an advanced data organization system.

### A Toast to Import Protection

Buchanan IP protected one of the largest global wine manufacturers from price erosion in the Chinese market. Our savvy, multi-prong attack included customs actions, raids on distribution, and court actions in China.

### Clean Sweep

Our post-grant team protected the valuable patent IP of a client by going six for six in thwarting the institution of IPR petitions in the biotechnology space.

### Changing the Patent

Landscape In a landmark case, we were victorious at the Federal Circuit by securing patent protection for a Nobel Prize-winning technology related to plant genetics. More importantly, we stopped the PTAB from creating a precedent that would have made invoking interference proceedings more difficult for patent applicants.