



LOOPER REED

LOOPER REED & MCGRAW P.C.

Intellectual Property

In this age of instant information and high-tech communications, a company's success often depends upon the proper protection of its intellectual property, including its trademarks and copyrights. Looper Reed & McGraw is dedicated to helping our clients strategically grow, secure, protect, defend and enforce their valuable trademark and copyright assets, particularly in light of the rapidly evolving global marketplace. Our attorneys have the knowledge and skills necessary to provide our clients with focused solutions in a cost effective manner, regardless of the type of industry or size of the company.

TRADEMARKS

- Conduct thorough screenings and searches to ascertain the availability of marks in the United States and throughout the world
- Render opinions on the registrability and/or use of a mark, both offensively and defensively
- Prepare and prosecute trademark applications for registration throughout the world
- Enforce and defend trademark infringements
- Assist clients with strategic portfolio management
- Work with a well-established network of firms throughout the world to ensure compliance with local practices and customs
- Provide counseling on registration and acquisition of domain names worldwide
- Negotiate and prepare complex assignments, licenses and other agreements
- Develop brand guidelines to encourage proper trademark use
- Monitor and research third-party applications, uses and infringements
- Handle cybersquatting issues and other related domain name disputes
- Perform due diligence research
- Monitor legislation which impacts on trademark rights and usage

COPYRIGHTS

- Counsel on the effective and appropriate use and protection of copyrighted materials
- Assist with rights clearance and develop registration procedures with our clients
- Obtain copyright registrations
- Enforce and defend copyright infringements
- Negotiate and prepare appropriate consents, licenses and releases
- Develop internet policies, terms and conditions, and website review
- Monitor legislation which impacts on copyright rights and usage

LITIGATION

Looper Reed & McGraw's litigation team is experienced in litigating intellectual property issues including trademark, copyright and other disputes. Major companies and small startups alike look to our firm to solve their intellectual property disputes. Looper Reed & McGraw is consistently recognized for its litigation expertise.



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We also are involved in litigations concerning trade secrets or covenants not to compete. Our lawyers have litigated cases before federal courts across the country. We translate complex scientific and technical concepts into language juries and judges can comprehend, a critical step in bringing home a decision in our clients' favor. By gaining a thorough understanding of our client's technology and business strategy, we often see issues that others miss.