

BRINKS  
GILSON  
& LIONE  
100 YEARS OF IP LAW

THE WAY FORWARD IN  
LICENSING



# PROTECTING YOUR IP ASSETS IN A CHANGING WORLD



# CLEAR SIGHT FORWARD

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Looking for experienced IP legal counsel shouldn't involve looking into the sky and searching with a telescope. It shouldn't be overwhelming, or complicated.

Brinks supports the full spectrum of transactional work related to intellectual property, which ranges from due diligence to agreement drafting to licensing audits. Our attorneys work on a regular basis in negotiating and drafting IP agreements, including agreements for licenses and technology transfer, joint venture and joint development, as well as M&A.

Our licensing activities cover the range of domestic and international trademark licensing, including word marks, logos, domain names, product configurations and creative approaches to quality control requirements.

**“With deep reservoirs of prosecution and litigation experience to tap into, the illustrious ensemble furnishes clients with trenchant solutions to just about any patent problem.”**

**IAM PATENT 1000  
2017**

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Many attorneys at Brinks are heavily engaged in the activities of the Licensing Executives Society and Licensing Executives Society International, the premier professional organizations for licensing and technology transfers worldwide. We have held major offices and board positions, including that of president of both LES (USA & Canada) and LESI, over the last 20 years. Several of our attorneys are also Certified Licensing Professionals and have been named to IAM Magazine's list of top IP strategists in IAM Strategy 300.

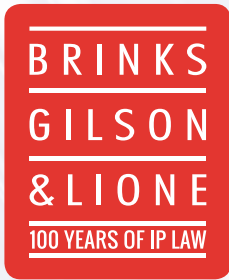
These professional activities provide our attorneys with immediate up-to-date information on licensing, and offers to our clients a valuable worldwide network of licensing professionals who can be called upon for assistance on technology transfer and licensing issues in all major industrial countries.

We help our clients maximize the competitive advantages of intellectual property rights through licensing and commercialization. We are successful by partnering with our clients to thoroughly understand their business and structure contractual agreements that fit within company objectives, thus enhancing and protecting their IP interests.

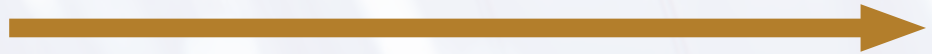
**WE HAVE THE EXPERIENCE THAT COUNTS.**



**WE'VE SECURED PATENTS FOR CLIENTS AROUND THE WORLD**



# MOVE FORWARD WITH



## AT A GLANCE

**1917**

FIRM WAS FOUNDED

ALL ASPECTS OF **IP**

**100+**

LAWYERS, SCIENTIFIC ADVISORS AND PATENT AGENTS

**10+**  
LANGUAGES

IP LAW, ILLINOIS

BAND 1 2017  
CHAMBERS USA

BEST LAWYERS

BEST LAW FIRMS  
U.S. NEWS  
2016

## INSIDE KNOWLEDGE

Brinks clients receive regular Brinks IP Alerts on breaking judicial decisions, IP legislation, rulemaking and best practices. Our clients also have access to our CLear Knowledge Now panel videos and other CLE materials.

## FLASH DOCKET

Flash Docket is a proprietary software solution that automatically updates clients' patent information by directly connecting Brinks' docketing technology to the Patent Application Information Retrieval (PAIR) system at the United States Patent and Trademark Office (USPTO).

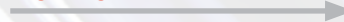
## CLIENT PORTALS

Client Portals offer 24/7 access to your domestic and foreign matters. The Client Portals are implemented as web portals that provide secure access from virtually anywhere to your applications, USPTO correspondence, docket information, and due date reports. Your Client Portal is extensible.

## CUSTOM ANALYTICS

Our docketing system captures detailed USPTO data from the PAIR system, including art unit and examiner data. Our docketing system enables client specific analysis of your portfolio to help obtain a better understanding of how your applications are progressing through the USPTO and to identify potential roadblocks in advance.

## MOVE FORWARD IN



- Chicago, IL
- Washington, DC
- Ann Arbor, MI
- Indianapolis, IN
- Research Triangle Park, NC
- Salt Lake City, UT
- Tampa, FL
- Shenzhen, China