



THINK FORWARD

Nation's Corporate Counsel Say Brinks Gilson & Lione Brings Full IP Package, Cites BTI Intellectual Property Outlook 2015

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CHICAGO—Brinks Gilson & Lione was named an “IP VIP,” one of only 12 firms that can handle intellectual property work across the practice spectrum of complex IP litigation, complex patent work, routine IP litigation, and routine patent work, according to corporate general counsel surveyed in the new *Intellectual Property Outlook 2015: Changes, Trends and Opportunities in IP & IP Litigation* report from BTI Consulting Group.

The report also identifies Brinks as a Leader in the categories of 'Best at Complex Patent Work' and 'Best at Routine Patent Work,' and lists the firm on its Honor Roll in the categories of 'Best at Complex IP Litigation' and 'Best at Routine IP Litigation.'

Brinks, which boasts 160 intellectual property attorneys, patent agents, and scientific advisors in seven offices across the U.S. and is one of the largest IP law firms in the United States, also earned Honor Roll distinction from IP decision-makers in the category of Most-Favored IP Boutiques.

'The law firms at the top end of this competitive market bring a powerful combination of expertise, deep insights into business strategy, unmatched understanding of the client's organization, and superior levels of client service,' remarks BTI in its report. 'These 'Powerhouse' law firms turn IP into a competitive advantage for their clients.'

BTI's report notes that clients are substantially happier with law firms delivering both IP prosecution and litigation work than with firms they consider best in only one area. 'As legal departments meet their goal of adding more value, IP decision makers are searching for law firms with piercing, strategic insight and are gravitating towards firms able to handle more of the IP portfolio—routine and complex.'

Brinks lawyers provide expertise in all aspects of patent, trademark, unfair competition, trade secret and copyright law. The firm's lawyers, who have advanced degrees across all fields of technology and science, serve commercial clients, innovators and research universities in every technical field, including in biotechnology, pharmaceuticals, chemicals, energy, agriculture, electrical and computer technologies, the mechanical arts, medical devices, green technology, and nanotechnology. In addition to its largest office in Chicago, Brinks has offices in Washington, D.C.; Research Triangle Park, N.C.; Ann Arbor, Mich.; Detroit; Salt Lake City and Indianapolis.

BTI is a leading provider of strategic research to the legal community. The firm compiled the Intellectual Property Outlook 2015 based on interviews with over 175 general counsel and IP decision makers at Fortune 1000 companies representing over 20 industries. Interviews were conducted between December 2013 and June 2014.

