

## Intellectual Property

### Practices and Industries

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When it comes to your company's future, intellectual property is a vital asset – perhaps the most critical asset you have. Our team brings outstanding technical acumen and a diversity of perspectives to make the most of what you've worked so hard to create. We know the importance of your IP, and we care about protecting it and maximizing its value.

Every day, clients rely on us to protect, enforce, defend and monetize their innovations. We've filed more than 19,000 patent applications in the United States and abroad in the past five years. We manage large and sophisticated intellectual property portfolios as well as complex and extremely technical patent applications. More than half of our patent lawyers have worked as engineers, programmers or technical salespeople, with many also serving as in-house counsel for leading technology companies or as patent examiners at the U.S. Patent and Trademark Office.

We are deeply committed to our clients, and offer them extensive experience in virtually every aspect of IP, including:

- Patents, including prosecution and counseling
- Post-grant proceedings, including *inter partes* review
- IP litigation
- Trademarks, including Internet domain protection and social media
- Copyrights
- Technology transactions
- IP portfolio management and solutions

# HAYNES BOONE

Our clients range from entrepreneurs to middle-market businesses to companies like Google, Cisco, AT&T, PayPal, Ericsson and Dell. We have achieved top national recognition for our work, including a *Chambers USA* 2021 ranking for Intellectual Property (Texas) with 7 partners across the country individually ranked; 12 patent and trademark attorneys listed as “IP Stars” or “Notable Practitioners” by *Managing IP* 2021, which also recognized the firm nationally for its trademark, PTAB litigation, and patent prosecution practices; one of the top 11 “National Gold Tier” trademark practices in the country, with 7 partners individually recognized by *World Trademark Review (WTR 1000)* 2021; and recognition by *Intellectual Asset Management (IAM) Patent 1000* 2021 in California, Illinois and Texas, with 14 patent attorneys individually ranked. We are practical, business-oriented and often grounded in our advanced technical knowledge. But what our clients might appreciate most about us is the sincerity of the relationships we build with them. We go the extra mile, really taking the time to understand their needs and doing anything we can to help them achieve their goals. The advice we provide isn’t just for the here and now, but also anticipates what might be next for your growing business.