

Patents | Designs | Trademarks | Technology | Life Sciences | Litigation & Dispute Resolution | Artificial Intelligence (AI)

Intellectual Property

In the dynamic realm of Intellectual Property (IP), the path from creation through protection to monetization is important to any business. At Gornitzky, we redefine how IP services are provided by blending deep knowhow, vibrant team and strategic thinking. Our dedicated Intellectual Property attorneys and patent attorneys are your all-encompassing partner, navigating the intricate processes of creation, prosecution, protection, commercialization, monetization, litigation, and conflict resolution with a fresh, smart approach. We provide real-world, pragmatic, creative and cost effective solutions that enable our clients to leverage opportunities while lowering risks. **Your business's IP is our business!**

Our IP Services: Comprehensive, Customized, Cutting-edge:

- **The Creative Journey:** Your IP journey starts before you have any IP assets. It starts when your people are employing their inventive or creative faculties. We come in as early as the ideation stage, to identify the safest path for the creation of your IP assets so that you increase your chances or reaping rewards from your efforts.
- **Manage your IP assets smartly:** From inventions and trade secrets to designs, copyrights and computer software to brands and reputation, we are here to assist you build, grow, protect and strategically use your IP assets. We provide advice that goes "beyond legal" to enable tailor-made solutions. We are familiar with all types of IP assets, how they work (and when they don't), what they can generate for you (and what they cannot), the laws that apply to them and how they can be managed to support your strategy.
- **Prosecution to Perfection:** Whether you deal with patents, utility models, designs, trademarks, copyright or integrated circuits our patent attorneys ensures your intellectual assets are effectively secured, registered (or established) and maintained. We understand the nuances of various industries and tailor our strategies to meet your specific needs and budget.
- **Due Diligence:** Whether you need a comprehensive IP Due Diligence or a swift IP overview we are here to ensure the security and value of your intellectual property assets or those you are interested in, through our thorough due diligence process, including patent, design and trademark analyses, IP portfolio assessments, and risk management strategies, tailored to support mergers, acquisitions, investments, and strategic planning.
- **Litigation with Foresight:** IP disputes can be daunting. Our team of professionals employs innovative litigation strategies that are not just about winning cases but also about safeguarding your interests for the future. We know how to be assertive but also constructive and can help you manage IP litigation in a way that lowers risks and creates value.
- **IP Licensing and Transactions:** Effective licensing is pivotal for organizations to leverage their IP assets and to enable them freedom to operate. Whether you are licensing-in or licensing-out, forging alliances between industry and academia, obtaining access needed for your business to

others' IP, orchestrating joint ventures and collaborative development, buying or selling IP assets, restructuring IP portfolios or creating a network of franchisees and distributors, our expertise in formulating such transactions and in drafting and negotiating the relevant agreements unlock synergies, drive innovation, and optimize value creation.

- **Conflict Resolution with Creativity:** We believe in resolving disputes through creative solutions that (in many cases) prevent lengthy litigation, save costs, and maintain relationships. Our approach is to mediate, negotiate, and resolve conflicts in ways that align with your business goals.
- **IP Strategies:** IP strategy is not only about what to file where – it's about unlocking potential and value by harnessing IP and leveraging it to achieve your business's strategic goals. We provide strategic IP advice rooted in a deep understanding of both legal intricacies and industry dynamics, ensuring that our clients' IP efforts align seamlessly with their business objectives and corporate strategies.

Why Choose Us?

- **Bright Insight with Expert Backing:** Our team's disruptive perspectives brings a unique blend of creativity, energy, and adaptability to the IP arena, supported by years of experience and a deep understanding of IP law, business and how they interact.
- **Customized Solutions and Personal Attention:** We pride ourselves on our ability to provide personalized, tailor-made services. You are not just another case to us; you are our partner and we are committed to supporting through every step of your IP journey.
- **Innovative Solutions:** In a rapidly evolving digital world, conventional solutions often fall short. Our proactive and creative approaches ensure that your IP assets are not just protected but also positioned to thrive.
- **Global Reach, Local Expertise:** While our outlook is global, we understand the importance of local laws and practices. Whether your IP concerns cross borders or lie close to home, we navigate the complexities on your behalf.
- **There is Nothing We Cannot Handle:** We deal with all types of IP assets. Our vast experience enables us to tackle challenges successfully and handle the most complex cases and transactions. It is the way we approach these matters that makes a difference – we find simple solutions that work to complex issues.

Your Intellectual Property, Our Expertise

At Gornitzky, we are more than just your legal advisors; we are your strategic partners in turning your intellectual property into your most valuable asset. Let us empower your IP by leveraging it, protecting it and unleashing the value within. Our firm moto is "there is always a way" and we will help you find it!

Ready to Elevate Your Intellectual Property?

Contact us today to discover how our smart solutions can transform your intellectual property challenges

into opportunities, risk into value.

Key Contacts



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