

## Intellectual Property

Our “[d]ynamic team noted for its representation of multinational companies in high-stakes patent litigation.” The team “[e]xcel[s] in matters pertaining to the hi-tech industry, and also noted for its strengths in issues concerning consumer goods and pharmaceuticals. Strong experience acting before numerous courts, including the PTAB and ITC. Highly experienced at handling ex parte and inter partes reexaminations, as well as post-grant proceedings.”

*Chambers & Partners USA 2019*

Mayer Brown’s distinctively global Intellectual Property practice is uniquely positioned to advise the world’s leading corporations, established midsize businesses and emerging growth companies on their most complex intellectual property legal needs. Our Intellectual Property lawyers protect, preserve and enforce the intellectual property rights and assets of the world’s most innovative and inventive Fortune 100, FTSE 100, Nikkei, CAC 40, DAX, Hang Seng and index companies.

We have extensive reach with more than 100 IP practitioners across the Americas, Asia, Europe and the Middle East. Our diverse team uses a multidisciplinary approach to emerging issues in the development, protection and management of intellectual property assets, and our clients consider us strategic partners with strong commercial instincts who anticipate the challenges our clients face and deliver the solutions they need. Whether assessing an IP portfolio; performing due diligence for an acquisition; securing a trademark, copyright or domain name; striking a cutting-edge licensing deal; or using litigation to resolve high-stakes business disputes over patent, trademark or copyright infringement or trade secret

misappropriation, we offer the options that fit our clients’ unique business strategies. Mayer Brown helps our clients protect their investments, increase their market share and strengthen their competitive advantage worldwide.

Our lawyers have broad depth and experience representing companies in intellectual property matters across a range of industries, including:

- biotech and pharmaceutical
- banking and finance
- telecommunications
- consumer products
- retail, food and beverage
- electronics, computer software and hardware
- semiconductors
- media and entertainment
- telecoms and technology
- medical devices
- chemical
- automotive
- industrial manufacturing

Mayer Brown’s IP practice also values diversity in the educational backgrounds of all our lawyers, and this is reflected in the fact that we handle a range of industries and complex technologies. Many of our

patent lawyers have advanced technical degrees, including PhDs in computer science, biomedical engineering, mechanical engineering, electrical engineering, chemistry, life sciences, and microbiology. But our team also includes commercial trial lawyers who have no formal scientific or technical training but do have substantial patent trial experience before judges and juries across the globe, including the US, Europe and Asia. Our commercial lawyers bring unique perspectives in strategic litigation decisions such as fact discovery, storyline development, trial themes and jury selection.

Many of our lawyers were previously employed as scientists and engineers in academia, government, and industry, including a number of former patent examiners. As a result, we not only know intellectual property law but its practical application to your business and industry—a distinguishing feature of our practice and a distinctive advantage. Our “one-firm” culture—seamless and integrated across all technical disciplines and regions—ensures our clients receive the best of our collective knowledge and experience.

“A redoubtable name in the branding world, Mayer Brown often finds itself acting on behalf of top-dollar clients in sophisticated domestic and cross-border trademark quandaries.”

- *World Trademark Review 1000 2018*

Its “rich experience in IP protection work” is just one reason that clients look to the “professional and client-focused” team at Mayer Brown to assist with complex IP acquisitions and due diligence matters across multiple jurisdictions.

- *IAM Patent 1000 2019*

Mayer Brown has been honored as a Firm of the Year for the last three years by *Law360*. Our Intellectual Property practice was also honored as 2017 Practice Group of the Year, and in 2016 we were named Life Sciences Practice Group of the Year and Technology Group of the Year.

Additionally, we are consistently recognized as leaders in intellectual property law by *IAM Patent 1000*, *Managing IP*, *Legal500*, *World Trademark Review*, *LMG Life Sciences* and *Asian Legal Business Online*

*Chambers Asia Pacific* has noted that we are a “respected practice that provides a wide range of IP services to a high-end client base, including many well-known Chinese and overseas brand owners. Known for its expertise in trade mark litigation and portfolio management, the team also enjoys a strong reputation for its copyright licensing work, advising content providers on digital copyright. Instructed by blue-chip clients in the fashion, consumer goods and technology sectors.” We were named Copyright Firm of the Year in 2016-2018 by *Asia IP* and are consistently ranked a top-tier firm for Patent and Trademark/ Copyright in Hong Kong and China in *Asian Legal Business' IP Rankings*.

### Talk to us:



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Mayer Brown is a distinctively global law firm, uniquely positioned to advise the world’s leading companies and financial institutions on their most complex deals and disputes. With extensive reach across four continents, we are the only integrated law firm in the world with approximately 200 lawyers in each of the world’s three largest financial centers—New York, London and Hong Kong—the backbone of the global economy. We have deep experience in high-stakes litigation and complex transactions across industry sectors, including our signature strength, the global financial services industry. Our diverse teams of lawyers are recognized by our clients as strategic partners with deep commercial instincts and a commitment to creatively anticipating their needs and delivering excellence in everything we do. Our “one-firm” culture—seamless and integrated across all practices and regions—ensures that our clients receive the best of our knowledge and experience.

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