

INSIDE THE MINDS™

## FORMULATING SUCCESSFUL CASE STRATEGIES IN IP LAW

*Intellectual Property Client Strategies* is an authoritative, insider's perspective on best practices for counseling clients on their intellectual property rights. Featuring partners and chairs from some of the nation's leading law firms, these experts guide the reader through the intricacies of IP law, discussing trademarks, patents, copyrights, trade secrets, portfolios, licensing, transactional due diligence, and more. From developing a clear understanding of a client's rights and regulations involving their IP assets to strategies for successful case preparation and essential documentation, these leaders offer expertise on understanding a client's goals and motivations, asking key questions, developing a case theory, and keeping open to alternative dispute resolution methods. Additionally, these top lawyers give tips on cost and benefit analysis, dealing with bad facts, conducting IP audits, and properly displaying, using, and policing trademarks. The different niches represented and the breadth of perspectives presented enable readers to get inside some of the great legal minds of today as these experienced lawyers offer up their thoughts around the keys to navigating an increasingly-enforced and ever-changing area of law.

### ABOUT INSIDE THE MINDS:

Inside the Minds provides readers with proven business intelligence from C-Level executives (Chairman, CEO, CFO, CMO, Partner) from the world's most respected companies nationwide, rather than third-party accounts from unknown authors and analysts. Each chapter is comparable to an essay/thought leadership piece and is a future-oriented look at where an industry, profession, or topic is headed and the most important issues for the future. Through an exhaustive selection process, each author was hand-picked by the Inside the Minds editorial board to author a chapter for this book.



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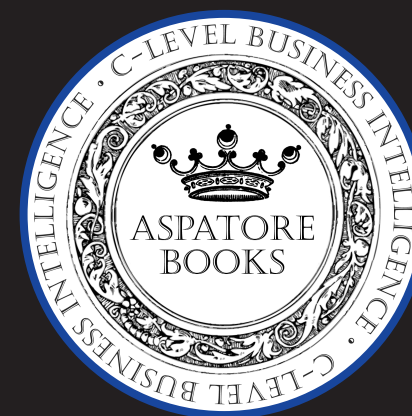
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INTELLECTUAL PROPERTY CLIENT STRATEGIES

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## INTELLECTUAL PROPERTY CLIENT STRATEGIES

LEADING LAWYERS ON CAPITALIZING, PROTECTING,  
AND ADVISING CLIENTS ON IP ASSETS



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