Azuka Dike and Kirk Sigmon Examine the Wearables Market in The Licensing Journal

An article written by Banner Witcoff attorneys Azuka Dike and Kirk Sigmon was featured in The Licensing Journal, a publication focused on intellectual property and entertainment law.

In the article, Azuka and Kirk discuss the wearables market and various intellectual property issues to consider with wearables (electronics that are worn on the body, like smartwatches and fitness trackers). They also offer tips for building a strong IP portfolio and stress the importance of strategic planning.

“Once you have built a targeted ‘IP’ portfolio, prepare for the worst, and be ready to cross-license with and/or litigate against competitors,” the authors note, later adding that “[i]n the wearables market, as in many areas of business and law, an ounce of prevention is worth a pound of cure.”

Click here to view their article, “How to Play (and Win) in the Wearables Market.” It appeared in the August 2019 edition of The Licensing Journal, a publication issued 10 times a year by Wolters Kluwer Publishers.

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