

FEBRUARY 12, 2021 | PUBLICATION

Client Alert: Why and How to Police Your Intellectual Property

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Click here to view an informative discussion on why and how to police your Intellectual Property (IP). In today's hyper-competitive marketplace, a well-rounded IP strategy affords companies both peace of mind, as well as the tools to develop IP-related revenue streams, such as patent licensing. In this ever-changing legal landscape, the patent, copyright, and trademark are increasingly used as both sword and shield. Watch to learn about the fundamentals of developing a comprehensive IP strategy, keeping in mind that these lessons apply to companies of all shapes and sizes.