

## INTELLECTUAL PROPERTY

Hall Render attorneys have considerable experience with the process of registering, protecting, commercializing and licensing various intellectual property rights. Hall Render is involved in the protection of its clients' intellectual property, from preparing appropriate intellectual property policies to determining the appropriate type of protection to enforcing rights against infringers. We routinely provide advice with respect to usage of creative works, including medical mobile applications, medical devices, protocols and educational and marketing materials, and licensing of such copyrights. We also advise on the fair use doctrine as it applies to the use of creative works (music, written materials, etc.) created by third parties.

Our attorneys are also experienced with the trademark process, from selection and screening of a trademark to its registration with both state and federal agencies. Hall Render is able to maintain and track its clients' trademark portfolios to ensure renewals are filed timely and appropriately. We additionally track our clients' trademarks use in commerce and monitor usage by third parties to help identify potential infringement and ultimately enforce trademark rights against misuse.

Our attorneys prepare and negotiate the licensing, joint development and transfer agreements, many of which include royalty arrangements in connection with the commercialization of valuable intellectual property. Hall Render also advises clients on the use of trade secrets to protect valuable property when formal, public registration may not be prudent.

Hall Render attorneys analyze and provide advice on a daily basis to clients on issues related to the intersection of health care regulation, compliance and intellectual property rights, including fraud and abuse considerations that arise in connection with marketing with, or otherwise innovating with, physicians and other health care providers/entities.

### AREAS OF FOCUS

- Copyright Law
- Intellectual Property Licensing
- Intellectual Property Policies
- Social Media
- Trade Secrets
- Trademark Law