



## Intellectual Property & Licensing

Jackson Kelly PLLC recognizes that intellectual property such as brands, creative content, and trade secrets can be just as valuable to clients as factories, laboratories, and inventories. Our attorneys work closely with you to ensure your vital intellectual property is secure. Whether you are a start-up or a Fortune 500 company, we have experience to assist with protecting valuable assets like trademarks, service marks, trade secrets, copyrights, domains, and licensing.

### Trademarks and Service Marks

Jackson Kelly's trademark and service mark practice offers a full range of legal services related to searching, registering, enforcing, and licensing trademarks and service marks. Our attorneys handle trademark matters before the United States Patent and Trademark Office and the United States Trademark Trial and Appeal Board, as well as in state and federal courts. Our personalized assistance includes:

- Consultation & trademark searches
- Acquisition of trademark rights
- Preparation & prosecution of applications
- Maintenance of trademarks
- Litigation of trademark oppositions, cancellations & appeals
- Trademark infringement avoidance & litigation
- Advising on strategies regarding cease-and-desist letters

### Copyrights

Clients regularly develop, acquire, or license creative works protected by copyright laws. The firm can assist with protecting and registering those works, provide counsel regarding the scope of rights in the U.S. and internationally, and represent clients in enforcement of copyright rights or infringement claims. Our experience includes:

- Obtaining & maintaining copyright registrations for original works
- Negotiating & drafting copyright licenses, as well as releases & third-party agreements related to ownership & copyright use
- Protecting and using internet-based assets
- Copyright infringement & ownership litigation

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### Licensing

At Jackson Kelly PLLC, our attorneys have considerable experience negotiating and drafting licensing and technology agreements on behalf of both licensors and licensees which cover trademarks, domains, copyrights, and trade secrets. The firm's broad experience allows our attorneys to provide advice in other areas of the law that may affect the structure of the transaction, including tax, labor, and corporate laws. Our licensing experience includes:

- Hardware/software system implementations
- Software and technology development and integration deals
- Tech transfer deals
- Joint development and co-venture deals involving intellectual property
- Entertainment property, artwork and celebrity licensing
- Product licensing and distribution