

FOUR QUALITIES TO LOOK FOR WHEN HIRING AN IP LITIGATION ATTORNEY

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When it comes to protecting your intellectual property (IP), there are many factors to consider, but the most important result is having the best litigation attorney at your side to represent your case. Here are four qualities to look for when selecting an IP litigation attorney.

Competency

While some general practice firms may offer limited IP services, they may not be equipped to handle the complex spectrum of issues that often arises in IP litigation, including patents, trademarks, copyrights, trade secrets and license disputes. All of these are available from Wood Herron & Evans, as is dispute resolution, a path that can save significant time and money. There are many nuances to IP litigation. Without a deep understanding of those nuances or the intricacies of administrative proceedings at the United States Patent and Trademark Office (USPTO), there is a danger of your being exposed to potentially devastating damages or a loss of rights that could have otherwise been avoided.

Technical Expertise & Knowledge

IP litigation is a highly specialized area of law. Strong patent work requires strong technical insight. This is why it is critical to hire an attorney who has the expertise to understand your invention and its technical aspects. That is why most IP attorneys possess scientific, engineering or technology-related degrees. At Wood Herron & Evans, our attorneys have specialized scientific or technology education and hands-on industry experience qualifying them to advise clients from a wide range of industries, including biotechnology, mechanical, aeronautical, chemical, software and computer patent applications, and more.

Experience

The practice of IP litigation often comes with unexpected challenges, so hiring an attorney who has the experience and

knowledge to navigate these obstacles is crucial. Our litigators benefit from the collective experience gained from the firm's 149 year history, which has been studiously handed down from one generation of litigators to the next

Understanding Objectives

Litigation can often be lengthy and costly. It is imperative to hire an attorney who has your best interests in mind. When selecting an IP litigation attorney, it is important that the attorney selected not only has the know-how to win the legal battle, but also the expertise and the intellect to manage the litigation appropriately. Both are necessary so that the outcome meets your financial expectations and overall business objectives.

While general practice firms may offer some intellectual property services, Wood Herron & Evans achieves superior results because protecting intellectual property is our sole focus. Our seasoned litigation attorneys have a proven track record of success within the state and federal courts across the country, including the Supreme Court of the United States and the United States Court of Appeals for the Federal Circuit. For more information or to schedule a consultation, contact Wood Herron & Evans today at 1-800-733-0262.

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