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PDF

Enforcing Cybertech Patents Is Increasingly Possible, Even for Small Companies



by [Elliot C. Cook](#)

Patent litigation in the United States is expensive. This has led some cybersecurity companies over the years to shy away from enforcing their patents when they are being infringed by competitors—especially large competitors who may potentially owe large amounts in damages for their infringement, but who are likely to fight a litigation vigorously. Even worse, some cybersecurity companies have foregone obtaining patents in the first place, fearing that patents are not worth the investment if they cannot be enforced. One emerging trend in the patent litigation industry is increasingly proving these ideas false: litigation funding. Click [here](#) to read more on enforcing cybertech patents.

Passing the Sniff Test—When Trademarks Cover Smells, Sounds, or Motion



by [B. Brett Heavner](#)

The term “trademark” has historically been associated with name brands, logos, and distinctive packaging. But businesses are pushing the boundaries of what constitutes a “trademark” to engage all the consumers’ senses—scent, taste, sounds, touch, and (of course) sight.

Today’s barrage of online advertising has made it harder for businesses to capture consumers’ attention. So, businesses are moving beyond traditional branding methods and becoming more creative in their marketing efforts. However, this begs the question, what can be legally protected by trademark law? Click [here](#) to read more.

Free Webinar: Trade Secrets in the Computer and Software Industry



Today, many companies are opting to protect their intellectual property through trade secrets rather than patent portfolios. This trend is particularly notable in the computer and software industries, in which patents may not provide strong protection for important assets based on economic, business, and financial data. Thus, it is important for companies in these industries to understand the current landscape of trade secret law.

In this webinar, a panel of IP attorneys provides an overview of the current trade secret law, discusses advantages and disadvantages of protecting IP through trade secrets, and addresses pre-litigation and litigation strategies for enforcing trade secrets. For each topic, the panel examines recent high-profile trade secret cases to identify tips and common mistakes companies make in litigating trade secret cases. Topics discussed include an overview of the U.S. trade secret law, trade secrets vs. patents, and strategic considerations.

Click [here](#) to download the webinar for free!

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