

RADER,

FISHMAN

& GRAUER

Turning Intellectual Property
into Intellectual Capital®



One-half to two-thirds of
corporate market values reflect
the value of intangible assets.

Your intellectual property is a significant contributor to your company's value. Today, corporate investments in IP rival those in traditional, tangible assets like buildings and machinery.

An investment like that demands a diligent approach. At Rader, Fishman & Grauer, we treat IP like capital: We manage it to maximize its value. We turn intellectual property into intellectual capital.

Our Approach

RFG has consistently been in the top 10 percent of all U.S. law firms in the number of patents and trademarks filed.

PROTECT ... AND GROW

Our proactive approach to IP management includes strategies for intellectual asset protection, acquisition, valuation and dispute resolution. We manage and defend your most prized assets with expertise, foresight and strategic thinking.

That means we are constantly looking ahead to both protect your ideas and leverage them.

Our attorneys understand business strategy and approach the management of patents, trademarks, copyrights and trade secrets as a way to generate value through new product lines and increased market share and as a tool to get ahead of the competition.



STEWARDSHIP

Since the firm was founded in 1996, Rader, Fishman & Grauer has applied a vigilance and a responsiveness that has resulted in the protection and management of nearly 16,000 trademarks, over 13,000 patents and more than 400 cases handled in U.S. federal courts.

From multinational corporations to emerging entrepreneurs, our clients can expect:

- *Unmatched responsiveness*
- *Calculated, strategic thinking*
- *Business knowledge and understanding*
- *Tech-savvy partners*
- *Highly skilled attorneys with expertise and insight*
- *Unrelenting diligence in protecting and defending the value of your IP*

MANAGING COSTS THROUGH EFFICIENCIES

We leverage our customized software and reporting systems to enable extremely efficient, large-scale patent and trademark portfolio analysis.

These process improvements allow us to offer reasonable hourly rates and flat fees for certain work, plus innovative alternative fee arrangements. We employ closely managed budgets, and in appropriate cases, we can offer risk-sharing provisions to help our clients control their litigation costs.

Our Service Areas

Our clients benefit from our constant reviews of their patent portfolios, competitor actions and market trends.

LITIGATION AND DISPUTE RESOLUTION



Above: RFG's own courtroom

Rader, Fishman & Grauer ranks as one of the top IP litigation firms in the U.S. and has represented clients in more than 400 federal court cases since 1996. Our success is based on our ability to develop strategies for resolving disputes of any size or complexity in a multitude

of forums. With a multidisciplinary litigation team that has represented clients before the International Trade Commission, the Trademark Trial and Appeals Board and in Uniform Dispute Resolution Proceedings, we have addressed a wide range of IP issues including:

- Patent, trademark and copyright infringement
- Unfair competition
- Trade secrets
- License agreement disputes
- Employment contract disputes
- Appeals before the U.S. Patent and Trademark Office
- Interferences, oppositions and cancellations
- Domain name and e-commerce issues
- Antitrust

PATENTS

Increasing competition and global commerce have changed the way patents are approached and managed. Today, an intellectual property strategy is essential in maximizing the value of a company's patents and reducing unnecessary costs and risks.



RFG has filed patents with the U.S. Patent and Trademark Office in a wide range of disciplines, including:

Electrical & Computer Engineering

- Signal processing
- Semiconductors
- Computer architecture & circuit design
- Robotics
- Telecommunications
- Instrumentation & control systems
- Consumer electronics

Mechanical Devices & Systems

- Structural designs
- Fluid & thermal dynamics
- Medical devices & systems
- Aerospace
- Sporting goods & outdoor equipment
- Automotive systems & devices

Bioscience & Chemical Engineering

- Biology
- Genetics
- Biochemistry
- Chemical processes

Computer Software

- Data backup & management
- Security
- E-commerce
- Networking
- Data compression

RFG has been named one of the country's foremost law firms for IP litigation by *American Lawyer* and one of the most called upon IP firms identified by *Fortune* 250 companies by *IP Law & Business*.





Our trademark group currently manages more than 30,000 U.S. and foreign trademark files, with a customized docket system and 24/7 web access for clients.

TRADEMARKS

Rader, Fishman & Grauer files and manages U.S. and foreign trademarks in every part of the world. The firm handles all aspects of global brand strategy and trademark registration, from the search to ongoing management of a company's marks. We monitor potential infringement and identify ways to optimize the value of a mark through licensing and other revenue-generating opportunities.

COPYRIGHTS

Rader, Fishman & Grauer counsels companies on all aspects of copyright creation and enforcement. Our experienced team understands the nuances of the registration process and continually assists clients in establishing copyright protection to ensure exclusive rights.

DUE DILIGENCE IN BUSINESS TRANSACTIONS

Our Strategic IP Mergers and Acquisitions team advises corporate, public and private equity groups on IP issues surrounding buying and selling technology related companies. Identifying IP-related issues early in the acquisition process provides valuable decision-making information for risk allocation well before the deal closes, allowing a higher degree of certainty about the transaction.

Our Pre-M&A WorkUp provides due diligence on a target company's IP assets, a comparison of those assets to the products that are driving revenue and an assessment of potential infringement through a comparison of competitors' IP assets.

TRADE SECRETS

Rader, Fishman & Grauer works with employers in manufacturing, information technology, biotechnology and other industries to develop trade-secret protection strategies. This includes employment agreements and other preventive measures to protect our clients' business edge.

TECHNOLOGY AND E-COMMERCE

National, state and local legislation impacting electronic-based business is constantly changing. Failure to understand and comply with current developments can lead to serious consequences that cost time and money.

Rader, Fishman & Grauer handles a complete range of e-commerce, technology, privacy and Internet legal matters, including:

- *Domain name registrations and dispute resolutions*
- *Digital and electronic signatures*
- *Software development and technology licensing*
- *Outsourcing agreements*
- *Enforceable click-through agreements*
- *Issues relating to third-party linking, meta-tagging, framing or email spamming*
- *Compliance with data collection regulations, including COPPA and EU Directives*



OUR TEAM

The attorneys of Rader, Fishman & Grauer provide IP strategies and portfolio management for multinational corporations and emerging enterprises in a variety of industries around the world. Our team includes leading experts in all areas of domestic and foreign IP practice and intellectual asset management.

Because many of our attorneys are former in-house counsel, they intimately understand the issues facing our clients. You'll find them listed among the *Best Lawyers in America*, *Who's Who in American Law*, *Who's Who in America*, *Super Lawyers* and *Lexis Nexis Martindale-Hubbell Bar Register of Preeminent Lawyers*.

REPRESENTATIVE CASES

In many instances, Rader, Fishman & Grauer cases have redefined the application of IP law. A representative list of our numerous litigation cases is available at: raderfishman.com/resource-center/representative-cases.

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