

## Intellectual Property

Shartsis Frieze helps clients protect and maximize the value of their ideas, technology and brands through a full-service Intellectual Property practice that combines deep technical experience with strategic business insight.

### Protecting Innovation, Creativity and Competitive Advantage

Intellectual property defines how companies innovate, compete and grow. We represent startups, public companies, investors, nonprofit organizations and other businesses across technology, manufacturing, finance, consumer products and creative industries, delivering both proactive IP counseling and sophisticated dispute resolution. Whether you are starting a new company and need advice on [preparations to compete](#), or are an established business with significant IP assets, Shartsis Frieze provides strategic counsel to help you gain a competitive advantage, minimize risk and implement IP strategies that are aligned with your business goals.

### A Full-Service IP Practice

Our attorneys handle the complete spectrum of IP matters, from development, acquisition and [licensing](#) to enforcement and defense. We help clients build strong portfolios, close complex [technology transactions](#) and resolve high-stakes disputes.

### IP Litigation & Dispute Resolution

Shartsis Frieze represents clients in all forms of IP and technology

#### RELATED ATTORNEYS

[Erick C. Howard, Partner](#)

[James P. Martin, Partner](#)

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[Cristina N. Rubke, Counsel](#)

litigation, including:

- Patent
- Trademark
- Copyright
- Trade secret
- Unfair competition
- False advertising
- Covenant-not-to-compete

We appear before federal and state courts, arbitration panels and the U.S. Patent and Trademark Office (USPTO), including the Trademark Trial and Appeals Board (TTAB).

Our litigators focus on achieving results that align with business goals, whether through early resolution, injunctions or trial. Clients trust us to handle matters ranging from patent enforcement and brand protection to disputes involving licensing, confidentiality and proprietary data.

## IP Counseling & Transactions

Our transactional practice covers the creation, acquisition and commercialization of intellectual property. We advise on [patent](#), [trademark](#) and [copyright](#) registration, [trade secrets](#) protection, [open-source](#) compliance and technology transfer. We conduct freedom-to-operate analyses, design-around plans, and clean IP ownership chains that support financing, acquisition and growth. We also structure grant and consortium agreements that align IP ownership, licensing and revenue-sharing terms with mission objectives.

We negotiate inbound and outbound licenses, SaaS and data-use agreements, co-branding deals and joint development arrangements. We also perform IP due diligence for mergers, acquisitions and investments, helping clients evaluate, structure and integrate technology assets and licensing portfolios.

## A Strategic Partner for Innovation and Enforcement

From building portfolios to defending them in court, Shartsis Frieze provides clients with the integrated team needed to protect valuable IP and stay ahead of competitors. Our Intellectual Property team combines

the agility of a focused boutique with the depth and experience of a national practice, helping innovators thrive in an era where ideas move faster than ever.

## Industry and Technical Strength

From small startups to global enterprises, our IP attorneys serve as trusted advisors across a wide range of industries, including:

- Technology & software
- Semiconductors & hardware
- Media, entertainment & digital content
- Life sciences & medical devices
- Construction & manufacturing
- Consumer products & retail
- Food, beverage & agriculture
- Education & EdTech
- Nonprofit & philanthropy
- Arts, culture & creative organizations
- Investment management & financial services
- Real estate & development
- Environmental & infrastructure services
- Authors, artists & creators