

Intellectual Property

Protecting Ideas and Innovations

In the 21st century, innovation and branding drive business, spur deals, and lead to disputes. Companies, business owners and inventors need help sorting through the ever-changing maze of laws and regulations about intellectual property – trademarks, patents, trade secrets and copyrights.

Brooks Pierce's capable and experienced team of attorneys help clients with their intellectual property needs. Our team includes, among others, a former disc jockey, a Board Certified Specialist in Trademark Law, a member of a federal court Patent Rules Committee and a craft brewery co-owner.

Diverse Industry Experience. The wide range of skills and background experience brought by our attorneys makes their IP counsel accessible to clients in any industry, including entertainment, broadcast media, technology, fashion and pharmaceuticals. For example, we have prosecuted and maintained thousands of trademark and copyright registrations, both in the United States and internationally.

Diverse IP Experience.

We assist our clients by providing counsel on such matters as:

- Trademark and copyright applications, registrations and portfolio maintenance
- Name and brand searching, clearance searches, selection and protection (including internet domain names)
- IP risk assessments
- Non-disclosure (NDA) and confidentiality agreements
- Licensing, including technology, software, SAAS, brand, name and likeness and celebrity licensing
- Content creation, end user license agreements (EULA) and terms of service contracts
- Assessments of rights and deals involving IP
- Fair Use guidance
- IP work for start-up companies and those making – or seeking – venture or angel funding
- Cease and desist letters, Digital Millennium Copyright Act (DMCA) takedown notices and responses

- IP litigation both for claimants and non-claimants
- Policing rights and royalties
- Patent litigation, trademark litigation, copyright litigation, trade secret litigation, UDRP litigation, trade dress litigation, and technology litigation

How can we help you protect your ideas and innovations?

"The team is diligent, thoughtful, and responsive. One of the biggest values to us has been Brooks Pierce's ability to provide expertise and resources in a fast-moving and evolving set of business needs." - Client, *Chambers USA*

PEOPLE

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NEWSROOM

News

Twenty-seven Brooks Pierce Attorneys Recognized by 2022 *North Carolina Super Lawyers*
North Carolina Super Lawyers, 01.13.2022

Brooks Pierce Welcomes Four New Associates
09.28.2021

72 Brooks Pierce Attorneys Recognized in *The Best Lawyers in America*® 2022 Guide
The Best Lawyers in America®, 08.19.2021

David Sar Named IP Star by Managing Intellectual Property
07.06.2021

Brooks Pierce Practice Areas, Attorneys Receive Top Honors from Chambers USA
Chambers USA, 05.20.2021

Events

David Sar Participates in Wake Forest Law Journal of Business and Intellectual Property Law
Symposium
02.25.2022

Brooks Pierce to Host American Bar Association Intellectual Property Roundtable
07.01.2015

Brooks Pierce Partner Shares Insight on Patent Legislation at NC Bar Association Event
03.30.2015

Spainhour and Hartzell Present to Triad's Largest PR Association
03.10.2015

Publications

Paper No More: Effective June 7, 2022, U.S. Trademark Registration Certificates Will Be Electronic
05.05.2022

Navigating the Uncertain Terrain of NIL Deals for Student Athletes
12.02.2021

Changes to Trademark Procedures at the USPTO

11.29.2021

USPTO Grants Another Extension of Time Due to COVID-19, Provided That Filings Are Made by June 1, 2020

COVID-19 Response Resource Center: Timely Counsel for your Business, 04.29.2020

USPTO Still Open, but Extends Many Trademark Deadlines Due to COVID-19

COVID-19 Response Resource Center: Timely Counsel for your Business, 04.02.2020