

# Areas Of Practice

## Intellectual Property

Innovation is the primary driver for business growth and success. We at Norman Hanson DeTroy help our clients to realize value from innovation by recognizing, protecting, and enforcing it as their intellectual property.

Working together with our clients, our intellectual property lawyers offer effective and creative solutions, ranging from identifying types of intellectual property and crafting balanced protection/profit strategies, to enforcing intellectual property rights that have been infringed upon, to defending our clients from meritless claims by competitors or trolls. Our areas of expertise include state and federal trademark prosecution and enforcement; copyright registration and enforcement; Digital Millennium Copyright Act compliance; patent-related pre-litigation strategies; licensing; IP policies and specialized employment agreements; sale of IP assets; and claims arising out of the state and federal unfair competition laws, including the Lanham Act. By taking a genuine interest in our clients' businesses, we tailor individualized protection and exploitation strategies to fit our clients' diverse needs.

Our Practice Group is well-versed in the complexities of the federal and state laws and regulations governing advertisements, promotions, contests, and sweepstakes. We stay up to date with developments in the world of social media and marketing and enjoy helping our clients maximize the benefits offered by these and other cutting edge types of media and technology. Along with developing legal rules for our clients' local, national, and international contests and promotions, we work with our clients to implement privacy policies and terms of online use, among other necessary or practical notices and disclaimers.

### Practice Attorneys

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