

Intellectual Property

Roetzel's Intellectual Property attorneys help businesses protect and enforce their most valuable assets—branding, creative works, innovations, and proprietary information. We guide clients through all aspects of intellectual property law, from securing and enforcing trademarks, copyrights, and trade secrets to developing strategies that safeguard intellectual property, mitigate risks, and maximize commercial value.

Our team advises businesses across a range of industries—including technology, manufacturing, marketing, software, life sciences, entertainment, and consumer products—helping them navigate the complexities of intellectual property law to support growth and innovation.



What We Do

- Conduct trademark clearance searches and file trademark applications before the United States Patent and Trademark Office (USPTO)
- Secure and maintain trademark and copyright, protections in the U.S. and internationally
- Assist with copyright registrations, infringement claims, and Digital Millennium Copyright Act (DMCA) takedown notices
- Manage and enforce intellectual property portfolios to prevent infringement and maintain rights
- Draft and negotiate licensing, assignment, and commercialization agreements
- Develop and implement brand protection strategies, including trademark opposition and enforcement actions
- Counsel businesses on IP ownership, fair use, and regulatory compliance
- Advise on trade secret protection through Non-Disclosure Agreements (NDAs) and corporate policies
- Draft service agreements and contracts for web-based and intellectual property-centric industries