

### Protecting the Value of Your Creativity, Always

Bovis, Kyle, Burch & Medlin, LLC's intellectual property practice section provides a wide variety of intellectual property services, including infringement litigation and trademark and copyright protection and counseling.

For most companies, protecting valuable intellectual property should be a priority, but many companies do not devote sufficient time or expertise to take the necessary steps to maintain or increase the value of their proprietary copyrights, trademarks, service marks or trade dress.

While the value of intellectual property generally isn't included on a balance sheet, it's worth to a company often pays off when the company is the target of an acquisition or merger. Despite the value and potential for increased value of intellectual property, many firms fail to take advantage of or exploit the competitive opportunity and value it creates.

### Protecting Your Intellectual Property

The intellectual property group at Bovis, Kyle, Burch & Medlin, LLC can help your company create a strategy to develop and protect valuable intellectual properties, which can increase the value of your company. In addition, proper maintenance of intellectual property rights decreases the likelihood that third-party infringement will result in costly litigation defense costs.

We work with you to establish protocols that will protect your intellectual property and reduce your risk of future litigation. Our intellectual property counseling can also help you maximize the value of your intellectual property with licensing and royalty agreements.

In some instances, litigation cannot be avoided. If this is the case, Bovis, Kyle, Burch & Medlin, LLC has the knowledge of both the applicable United States and necessary state laws regarding infringement.

Bovis, Kyle, Burch & Medlin, LLC's intellectual property litigation practice routinely handles multimillion dollar claims. While we have the expertise and resources to litigate the most complex matters, we also will work with clients to develop strategies that are cost-conscious as well. Unexpected infringement litigation often puts substantial demands on companies' finances. We are aware of and sensitive to our client's legal needs as well as their financial circumstances. As a result, our strategies often include developing creative solutions to minimize litigation costs or to resolve longstanding or the most contentious conflicts.

### The Changing IP Landscape

Trademark infringement litigation has become more and more prevalent recently, especially as it relates to marketing on the Internet. Similarly, copyright infringement has become more common as the Internet

has made more materials easily accessible for potentially illegal copying or use. Bovis, Kyle, Burch & Medlin, LLC's experienced litigators can accurately advise you of your rights to the intellectual property at issue, whether you are a plaintiff or a defendant.

The firm's insurance clients know that insurance claims relating to alleged "advertising injuries" are also becoming more common. Advertising injury is typically defined to comprise certain offenses, such as defamation, invasion of privacy, misappropriation of advertising ideas or style of doing business, and infringement of copyright, trade-dress, title, or slogan. Our intellectual property practice has grown to include regular successful handling of numerous advertising injury cases for insurers.

### **Seek Help for Trademark, Copyright and Infringement Matters**

Protecting your IP is a way of securing your business. For help regarding all IP matters, contact our attorneys at (770) 391-9100 or fill out our [online contact form](#) .