

# Intellectual Property, Technology & Privacy

The Gray Plant Mooty Intellectual Property, Technology & Privacy Practice Group provides clients with comprehensive intellectual property solutions for their businesses. The IPTP team helps clients acquire IP assets and develop their portfolios; protect and defend their copyrights, patents, trademarks, and trade secrets; and minimize their risk of infringement. The group's expertise also includes domain name disputes, social media and internet advising, privacy and security counseling, and advertising law.

Gray Plant Mooty IPTP attorneys have been recognized as Super Lawyers, in the World Trademark Review, and by Chambers + Partners. Gray Plant Mooty's Trademark team is regularly listed in the pages of *World Trademark Review 1000*, and the Patent Litigation team has been recognized as one of *U.S. News—Best Lawyers®* "Best Law Firms."

The IPTP team represents a variety of clients, from start-up companies to Fortune 500 companies. The team is integrated firmwide, allowing the group's attorneys to better leverage multi-disciplinary expertise to serve clients more creatively and efficiently. The IPTP attorneys understand the importance of minimizing costs while maximizing IP protection, and they work with clients to create an individualized plan that protects and secures their intellectual property nationwide and abroad.

Gray Plant Mooty's Intellectual Property, Technology & Privacy Practice Group specializes in the areas of:

- **Intellectual Property Management**
  - Trademark & Brand Management
  - Copyright Protection & Registration
  - Trade Secrets
  - IP Licensing & Commercialization
- **Intellectual Property Litigation**
  - Trademark Litigation
  - Trade Secret Litigation
  - Patent Litigation
  - Copyright Litigation
- **Technology Advising**
  - Internet & E-Commerce
  - Social Media
  - Domain Names
  - Software & Technology Licensing & Commercialization
- **Global Privacy, Cybersecurity & Data Protection**
  - Privacy & Cybersecurity Readiness
  - Privacy Policies & Procedures
  - Social Media, Privacy & Technology in the Workplace
  - Cybersecurity Insurance
  - Global Privacy Compliance
  - Incident & Data Breach Planning
- **Advertising Law**

