

## What Sets Us Apart

First and foremost, what sets Rothwell Figg apart is how we structure and run our firm. From hiring to size to the way we staff our cases, everything about Rothwell Figg is strategic and allows us to deliver the best possible legal guidance to the clients we serve. Our size, for example, allows us to work in small, lean groups as real teams, while providing enough legal firepower to handle big, complex matters. We combine highly personal client service with the ability to provide clients with IP and technology guidance anywhere in the world. We can, and do, develop strong personal relationships with clients, know their businesses intimately, and offer unrivaled accessibility and tailored solutions. Our firm is specifically structured to help make this happen, and our clients benefit from it.

Second, we're a firm of lawyers with more than top academic credentials - we're strategic and multi-disciplined. Rather than advising our clients solely on the legal merits, Rothwell Figg attorneys also consider the client's overarching business goals, which might mean acquiescing despite the merits, leaning harder into litigation, or pursuing alternative avenues, such as through public relations or government affairs. We pull together both legal-centric and business-centric perspectives to offer thoughtfully balanced and comprehensive solutions to help our clients gain the competitive edge. Additionally, most Rothwell Figg attorneys have hands-on experience practicing in at least two disciplines, such as litigation and prosecution. This hybridized skill set, which is somewhat unique in the industry, enables us to provide our clients with insightful, integrative advice that maximizes available protection for their technologies and leaves them well-positioned for subsequent licensing, enforcement, and/or other commercial exploitation. At Rothwell Figg, we don't believe in hyperspecialized, siloed practitioners. We believe in people who work and think outside the box.

Finally, we draw on a diversity of thought leadership and highly technical backgrounds to focus our practice on IP, litigation, and technology law. In addition to being experienced litigators, many of our attorneys have degrees in a scientific discipline, industry experience, or both. This gives us a level of expertise, and professional collaboration, our clients benefit from tremendously. In the most intricate, demanding situations, our attorneys have multiple colleagues who can look at any issue from many different angles. Teams are formed quickly, and work seamlessly. Whatever the situation or question, from how to handle an *inter partes* review (IPR) before the Patent Trial and Appeal Board (PTAB) to due diligence for an acquisition, Rothwell Figg has attorneys who have done it before, know the landscape, and will ensure that the client gets the best possible advice, every time.