

Copyright Litigation

Rothwell Figg's Copyright Litigation practice is a highly experienced team of practitioners that focuses on helping clients protect the brand value of their products in the global marketplace. In this fast-moving, globalized, and dynamic era of worldwide e-commerce, establishing and protecting a copyright can be of paramount importance, along with acquisition, counseling, and enforcement. Sometimes, a company's very existence can depend on it.

The Rothwell Figg team provides a unique, unparalleled combination of capabilities, applied to both a wide range of clients and an equally broad range of technologies and products. Copyright is often an integral, invaluable component of a business's IP portfolio, and it is our role to ensure that its value is protected, and when necessary, enforced. We count among our clients both some of the world's largest multinational concerns as well as promising startups, and help them operate in markets for everything from apparel to digital assets of all kinds to technology.

At the same time, there are numerous pitfalls in the digital world that can cause even the most well-meaning companies to be faced with allegations regarding another party's copyrights in various media. Our team is equally equipped to defend our clients in these situations as well to ensure continuous and smooth business operations.

Rothwell Figg is uniquely positioned to deliver the cross-border capabilities clients require for copyright enforcement and defense. We represent a wide array of foreign clients, as well as U.S. clients who need global protection in various business areas.

A significant percentage of copyright-related litigation arises from the protection or use of copyrighted content, including royalty rate issues. Whenever possible, we prefer to settle these disputes through negotiation; litigation, to us, is always a last resort. That being said, if court is unavoidable, we are experienced, aggressive litigators, both filing and defending lawsuits concerning infringement and other violations of copyright law or agreements.

We are also highly sensitive to cost-effectiveness in other areas. While our role is to help clients protect the investments they make in their brands, we work to avoid unnecessary costs and obtain positive results in difficult situations by thinking creatively. Foreign clients in particular need to be educated in how risky and expensive U.S. litigation can be, and in the procedural nuances upon which a case may turn. This includes, typically, exploring both the costs and benefits of immediate action at moderate cost rather than expensive, prolonged litigation in the future. All this factors into our strategic analysis, and all of it benefits our clients.