

## Digital Health

Rothwell Figg delivers strategic IP counsel where the law, technology, health care, medical devices, and pharmaceuticals converge. Our team advises on identifying, owning, and monetizing all IP associated with digital, connected, mobile health, home monitoring, and telehealth to clients that range from investors, entrepreneurs, and startups, to established companies and large-scale healthcare organizations.

Our firm works with industry constituents on patent, trademark, and trade secret matters involving ground-breaking technologies associated with artificial intelligence, machine learning, big data, blockchain, cybersecurity, digital therapies, and virtual clinical trials, among others. We also understand the opportunities and risks inherent in collecting, pooling, and analyzing data to create efficiencies, improve patient care, and streamline costs.

Identifying inventions, preparing and prosecuting patent applications, advising on strategies for trade secret protection, and assessing freedom to operate for software, hardware, and diagnostic tools is at the heart of the work we do in the digital health industry. We are highly skilled in the complexities associated with patent eligibility matters and work with clients to avoid and overcome 101 rejections.

Our firm advises on the full range of IP associated with all stages of digital health, including:

- Capturing and analyzing data
- Copyrights (particularly apps)
- Cybersecurity
- Data and privacy issues
- Digital symptom management
- IP ownership involving multiple parties
- Licensing and collaboration
- Litigation and enforcement
- Patent prosecution and defense
- Platform security assessments
- Protected health information (PHI) compliance
- Trademarks and trade secrets