

Health & Fitness

Over the last decade, the health and fitness industry has experienced double digit growth with an estimated global market value in the trillions of dollars. As one of the world's largest and fastest-growing industries, the need to identify, own, protect, and monetize the value of IP is paramount to entrepreneurs and businesses involved in products and services that promote physical health, fitness, and well-being.

Rothwell Figg has advised individuals and businesses at all stages of development regarding health and fitness-related IP. Our team understands the accelerated shift in attitude of fitness in the U.S. and globally, as well as how to safeguard what makes our client unique and ultimately, competitive at the regional, national, and international levels.

Whether our team is advising on a patent, copyright, trademark, service mark, or any other form of IP involving wearable tech, biometric sensors, activity trackers, connected fitness equipment, gyms and fitness facilities, training regimens, or health and wellness apps, we know how to leverage the fitness-related intangible assets of personal and group fitness programs; equipment for running, cycling, rowing, yoga, and strength or functional training; and the proprietary technologies required to create virtual communities and landscapes.

Our firm delivers the deep bench of experience needed to provide legal solutions that comply with the specific regulatory demands of this specialized industry. We draft patent and trademark applications and secure legal protection for our client's innovative health products and brands, including helping clients to maintain exclusive rights that prevent competitors from making and/or selling their creativity and innovation. We deliver honed skill and the requisite technical backgrounds in the biomedical, biomechanical, chemical, and electrical sciences needed to understand the scientific details of any type of health and wellness product or service.

Once IP is protected, we work with our clients to convert this exclusivity into a competitive advantage or, as many successful fitness companies and entrepreneurs have done, monetize their IP through licensing transactions. Moreover, we deliver veritable strength in data privacy and security, as health and fitness industry customers often entrust our clients with private and sensitive personal information. We advise on using, sharing, and protecting this data.