

## Smart Technology

Smart technology has taken over many aspects of our business and personal lives. Beyond smart phones, tablets, and TVs, the Internet of Things (IoT), Internet of senses, big data, edge computing, artificial intelligence (AI), and machine learning (ML) have propelled the metaverse into unmitigated expansion and profound and rapid-paced evolution. From smart cities and homes to wearable and medical devices, smart tech is used to manage inventory control and logistics, explore space, measure and evaluate climate trends, and develop treatments for a wide array of diseases and medical conditions.

Smart tech requires smart lawyers. At Rothwell Figg, we know how smart tech, driven by technological advancements such as voice and facial recognition, among others, has revolutionized how we live and do business. Our firm advises on protecting the sophisticated, next level intellectual property (IP) of smart tech involved in augmenting the workforce, expanding language modeling, enhancing cybersecurity, employing autonomous vehicles, and exhibiting greater interaction and control over homes and other environments.

Our firm patents smart tech of all kinds. We are fluent not only in the cutting-edge technologies that drive smart innovation, but also in how to draft such patents so that they are distinctive and persuasive to examiners and can be protected into the future. We develop smart tech domestic and global patent strategies that are resilient, as well as advocate client rights in post grant reviews, reexaminations, and reissues. Because we write our patents so that they can be licensed and enforced, our clients have confidence that their intangible assets are safeguarded in the event litigation ensues.

In addition, we offer a multi-dimensional understanding of the data generated by smart and IoT devices and in addressing the issues associated with the management, lifecycle, and governance of that data. We work closely with our clients on the full array of business transactions involving smart tech, including licensing on a global scale, as well as perform clearances and/or due diligence evaluations associated with the variety of transactions involved in realizing ROI and expanding market share.