

## Software & Information Technology

Rothwell Figg excels at providing IP counseling to the software and information technology industry. Our decades of IP practice—combined with our technological depth and hands-on experience in software development—allow us to bridge the gap between the law and technology. We effectively communicate with inventors, businesses professionals, and investors to ensure that our clients' goals and objectives are met.

We provide counsel to world-recognized software and hardware companies, private and public consumer goods manufacturers and distributors, technology enterprises, and major media companies. Our clients range from specialized industry giants to start-ups and emerging companies—all seeking to protect their creative solutions and products, defend against baseless IP infringement claims, and/or leverage their IP portfolio to keep would-competitors at bay.

We help our clients protect and monetize their innovations by advising on the development, protection, transfer, acquisition, and licensing of software and information technologies. We bring a strategic approach to patent prosecution and protection, trademarks, copyrights, trade dress, and other trade identities. By conducting "IP audits" for our clients, we identify unprotected assets and potential threats.

Our firm is a leader in all areas of IP litigation and dispute resolution, including patent, copyright, trademark, trade secret, and trade dress litigation. Our team has extensive courtroom experience and we are skilled at drafting patents that stand up to potential attacks in litigation. Clients also turn to us to protect their market share by aggressively enforcing their IP in their distinctive market segments.

We have an impressive record in defending our media clients against patent infringement claims involving Internet technology by invalidating the patents. We also have had great success in leveraging our clients' IP—when a major global brand competitor violated our client's patents in an attempt to enter and seize market share from our client, we won a bet-the-company litigation with hundreds of millions of dollars at stake.

We are fluent in a wide variety of technologies, including:

- Algorithmic and financial trading
- Data security and storage
- Database design
- Digital communication protocols
- Digital media delivery
- e-commerce
- Electronic payments
- Encryption



- Gateways
- Internet and web-based applications
- Network architecture, routing and optimization
- Operating systems
- Signature recognition
- Wireless communications
- User interfaces
- Web analytics