

Intellectual Property

In today's economy, intellectual property plays an integral role in the business plans of virtually every company, from low- to high-tech. Merely safeguarding those intellectual property assets is no longer enough to keep up with the competition—exploitation of those assets through licensing and related enforcement is crucial to managing any company's intellectual property and can produce lucrative revenue streams.

Uniquely positioned within a general practice firm that serves clients of any size, region, and industry, the professionals in our Intellectual Property Practice Group pride themselves on turning any creative step, from oil refining techniques to neural networks, from architectural works to corporate logos, into enforceable property rights.

With respect to disputes over intellectual rights, our attorneys negotiate with adversaries for outcomes agreeable to all parties, to facilitate otherwise amicable business relationships and to avoid the expense and time consumption of litigation. When litigation becomes necessary, Jones Walker attorneys rely on their extensive experience as counsel in federal and state litigations involving all areas of intellectual property.

Because intellectual property can exist in state, federal, and foreign jurisdictions, Jones Walker's intellectual property practice extends well beyond the firm's geographic footprint. Our attorneys represent clients located around the country and the world. When localized representation may be advisable for clients with foreign concerns, we regularly assist in the selection and supervision of local counsel. Our location within the Gulf South region, however, keeps Jones Walker's billing rates among the most competitive in the nation.

Intellectual property acquisition and enforcement present unique challenges which demand equally unique solutions developed from an intimate understanding of the client's short- and long-term goals. Jones Walker knows that the best solution is a business solution.