

# **Our business is protecting your business.**

The Internet presents big opportunities and big threats to businesses worldwide.

The ability to conduct business anywhere in the world presents unique opportunities and challenges — not to mention global exposure to hackers, counterfeiters, cybersquatters, and pirates who want to unfairly profit from your hard work and goodwill.

U.S. businesses lose an estimated \$300 billion every year to intellectual property theft, including trade secret breaches from online attacks.

Whether your business is an emergent startup or an established corporation, the right time to start protecting your business online is now.

Our attorneys have extensive experience with brand, data and IP protection. We provide comprehensive legal services for all Internet and data security issues, including online infringement, brand misuse, domain name policy matters, data security, communications and commercial speech matters, notice-and-takedown procedures, and more.

## **IP Registration and Protection**

Internet-centric businesses deal heavily in intellectual property. We can help you identify, register, and protect your patents, trademarks, and copyrights for online materials.

## **Trade Secret Inventory and Audit**

Learn how to implement effective trade secret policies and procedures in your workplace. Our attorneys can help you develop and implement a comprehensive trade secret plan.

## **Data Security and Protection**

Ensure your data is secure and in accordance with the latest privacy regulations. We can help you achieve compliance with NIST, HIPAA, GDPR, FTC, and other state and federal data protection standards.

## **Data Breach Response**

Data breaches are an unfortunate reality of the 21st century, and your business will experience one eventually. We can help you minimize the impact of data breaches, maintain public relations, and meet legal requirements for response and client notifications.

## **Internet Transactions**

We provide comprehensive IP transactional services for online businesses, including drafting, advising, and negotiation for: MSA, SOW, NDA, SaaS, PaaS, non-compete, outbound service, EULA, privacy, licensing, assignment, and data security agreements.

## **Domain Name Disputes**

We can help reclaim domain names unfairly using your trademarks using the Uniform

Domain Name Dispute Resolution Policy (UDRP), defend your brand worldwide using ccTLD online arbitration systems for foreign countries, or suspend new gTLD domain names (such as .xxx or .sucks) that misuse your trademarks, with minimum expense using the Uniform Rapid Suspension System (URS).

## **Trolling/Astroturfing Response**

Review aggregators like Yelp and Amazon can make or break your brand. We can help you manage your rights when responding to real, fake, or disparaging criticism online.

## **Notice And Takedown Procedures**

Intellectual property laws provide powerful tools for removing and blocking infringing content online. Whether you are sending or have received a takedown notice, we can help resolve disputes and help prevent future issues from occurring.