

The **LACKENBACH**

Advantage

Lackebach Siegel LLP ("LSLLP") is a venerable intellectual property ("IP") boutique law firm. For 95 years our practice has been devoted exclusively to trademark, patent, copyright, advertising, trade secret and related IP matters. We provide our clients with a full range of intellectual property legal services, including general counseling, litigation, licensing, patent and trademark searching opinions, prosecution, rights assignment and acquisition, and other agreement work, including the due diligence in connection with transactional financial and venture capital matters.

Our attorneys are well known and well respected authorities in their respective areas of expertise. For example, notwithstanding our firm's relatively small size, Howard Aronson regularly ranks among the top 10 trademark application filers in the entire United States. This high volume registration practice often leads to the negotiation and drafting of large numbers of co-existence agreements and results in an active opposition/cancellation practice before the Trademark Trial and Appeal Board. Fortune 500 companies, fashion industry leaders and celebrities seek out our litigation attorneys to litigate IP matters across the country. In fact, litigation on behalf of a large stable of fashion industry clients has been a foundation of the firm since its formation in the 1920s.

Brand management companies and other trademark-dependent businesses regularly call upon us to negotiate, draft and conduct all necessary due diligence for asset purchase, assignment and other acquisition agreements, sometimes for deals worth hundreds of millions of dollars. We are asked to provide IP advice and opinions in connection with the financing of these acquisitions, including deals involving cutting edge "Bowie bonds." We also help our clients to profit from the ownership and use of trademarks through licensing, both as licensors and licensees. As licensees' counsel, we have been instrumental in obtaining the right to use valuable movie and character properties and designer marks for a variety of clothing and accessory products. Working on behalf of licensors, we have helped a number of designers grow from single product producers to household name "life style" brands. In fact, for one client alone we helped negotiate and draft nearly 60 licenses in a two-year period. Our experience in this area included serving as licensors' counsel for some of the first large-scale licensing programs for iconic fashion designers such as Geoffrey Beene, Bill Blass and Anne Klein in the 1970s, and later for Diane Von Furstenburg and Pauline Trigere.

Our Patent Department reflects our specialization model, with senior attorneys having backgrounds in mechanical, electrical, and chemical engineering, pharmaceuticals, life sciences, and computer science technologies. The firm has a recognized specialty in product design protection including design patents. After *Apple* secured a \$1 Billion dollar verdict against *Samsung*, based in large measure on its design pat-

ents, such protection has become notable. The firms' product design protection expertise is evidenced by its renowned publication, *Intellectual Property Counseling & Litigation: Protecting Designs by Trademark, Copyright and Design Patents*.

In the current era of the "mega-firm," when most other intellectual property boutiques have disappeared through merger or acquisition, LSLLP has survived - indeed, thrived - by adapting and evolving. While our overall size is modest, our actual numbers of attorneys and support staff rival those of many mega-firm IP departments. Through our unique hiring and staffing practices we can accomplish far more than our mere headcount might suggest. No LSLLP attorney has fewer than 18 years' IP experience; the firm's attorneys average 22 years of experience in IP law. Nor do our attorneys act as generalists trying to fulfill all the needs of their clients. Rather, our attorneys practice specific areas of expertise and develop and hone their specialties for the benefit of all of the firm's clients. No client pays for on the job training for any attorney, as for almost every matter that a client may call upon us to handle, the assigned attorney will already be familiar and competent with the issues and likely will have handled them many times before.

By virtue of our Westchester location and our enviable efficiency, we are able to operate at much lower overhead than most competitor law firms, resulting in substantially lower billing rates than those of our larger firm counterparts. Our lawyers' experience and sub-specializations permit LSLLP to staff matters with fewer attorneys than other firms would need to accomplish the same outcome. Fewer attorneys operating at lower hourly rates results in significant cost savings and communication efficiency for our clients over other firms that offer comparable services. This unique business model - offering only highly experienced attorneys, who accomplish tasks quickly and efficiently, while charging very reasonable rates is the formula that has permitted LSLLP to flourish and prosper while many IP boutiques have disappeared. Our business model and our highly specialized skill sets make LSLLP uniquely qualified and attractive to discriminating clients around the world.

This is the Lackebach Advantage.

Lackebach
INTELLECTUAL PROPERTY
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