

## INTELLECTUAL PROPERTY GROUP

Attorneys in our Intellectual Property Group (IP Group) possess deep and diverse practice backgrounds and legal expertise. The IP Group lawyers understand challenges that businesses experience and provide sensible advice designed for this rapidly evolving technological, media driven and legal landscape. By using an interdisciplinary approach, our attorneys are able to offer comprehensive solutions to a variety of legally challenging IP opportunities. Our clients range from small startups to large, established Fortune 500 Corporations, many of which seek to develop, exploit, or use new and emerging intellectual properties. We understand that each client has unique needs, and we tailor our services to meet those needs efficiently and effectively.

The IP Group's practice covers key aspects of traditional intellectual property law, including trademarks, copyrights, patents, domain names, social media "handles", trade dress, proprietary information and trade secrets, unfair trade practices and unfair competition (and related reviews, advice, filings, due diligence and dispute resolution, including litigation).

Firm attorneys provide advice, preparation, prosecution and maintenance of federal, state, and foreign trademark registrations; clearance of proposed trademarks; strategic selection, management, and enforcement of rights in marks; purchase, sale, and dispute resolution regarding copyrights, trademarks, domain names and 800/900 phone numbers; licensing trademarks and patents; due diligence in acquisition and sale of trademarks, copyrights, patents, domain names and phone numbers; and enforcement of trademark and domain name rights, including "cease and desist" letters and UDRP proceedings.

The IP Group also advises on most aspects of technology-related and Internet-related IP matters, such as creation, licensing, use and distribution of online content, mobile apps, websites, social media and user generated content, "work-made-for-hire" arrangements, and due diligence for intellectual property in M&A and securitization transactions.



More than 15 dedicated lawyers offering their guidance



350+ combined years of law experience



Milwaukee, Chicago, West Des Moines & Indianapolis

## REPRESENTATIVE EXPERIENCE

- Conducted trademark clearance searches for a wide variety of clients including financial institutions, insurance companies, convention services organizations, education and entertainment companies, consumer product and services, online services--including knockout and full search reports and reviews, investigation of relevant marks, and execution of concurrent use and other agreements, as necessary.
- Negotiated and drafted trademark licensing agreements for use of trademarks and logos in video games, websites, financial services products, films, animation, domain names and artwork.

- Analyzed and advised on patent claims and ability to tender such claims to OEMs and equipment suppliers.
- Advised on applicability of immunity against certain state claims under the Communications Decency Act (CDA), and drafted responses to commercial misappropriation claims under state law based on information displayed through use of Microsoft's Bing browser.

Attorneys in the MWH Intellectual Property Group have over 100 combined years of legal experience.

## MWH LAW GROUP INTELLECTUAL PROPERTY ATTORNEYS



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### BIOGRAPHY

Peggy A. Miller has decades of experience solving legal challenges related to copyright, trademark, trade secret and domain name matters. She served as an expert advisor to a NY Supreme Court Justice regarding trade secret claims involving source code and algorithms, and has counseled clients regarding fair use of digital content, rescission of rights, licensing of digital works and DMCA/CDA protections as well as the purchase and sale of domain names, trademark clearances and issuance, and due diligence of IP assets. She has represented clients in domain name disputes/UDRP actions, and has negotiated and drafted complex IP license agreements.



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### BIOGRAPHY

Ms. Lerner has over twenty years of experience advising clients on legal issues related to intellectual property. She structures, drafts and negotiates license, distribution, development, production, services, work-for-hire, confidentiality, performance, venue, strategic alliance, manufacture, co-brand, sponsorship, marketing and advertising agreements in connection with IP assets such as content, digital media, mobile apps, websites, technology, products and services.

She advises clients on IP audits, due diligence and portfolio prosecution. She has a wide range of experience advising clients across various industries in connection with international licensing programs and branding strategies. She represents industry leaders including Adobe, Hasbro, American Greetings, The Rock and Roll Hall of Fame and Museum, International Spy Museum, insurance.com, Goodyear and Vitamix.



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### BIOGRAPHY

Nelson W. Phillips III has experience in intellectual property law, including trademarks and copyrights. Mr. Phillips has extensive experience as a trial attorney having spent over nine years as a federal and state prosecutor in both the United States Attorney's Office for the Eastern District of Wisconsin and the Milwaukee County District Attorney's Office where he litigated numerous cases before the Wisconsin Federal District and State Circuit Courts. Mr. Phillips also brings the perspective of the bench to his cases he handles having served as a Milwaukee County Circuit Court Judge.



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### BIOGRAPHY

Jason S. Marin is an intellectual property attorney with extensive experience in prosecution, portfolio management, and complex litigation. He has been practicing in the fields of trademarks, copyright, patents, trade secrets, and domain name disputes since 1999. During the course of his practice, Mr. Marin has prepared, prosecuted, monitored, enforced, and defended trademarks, copyrights and patents in a wide range of industries.

His experience includes litigation of trademark, counterfeiting, trade secrets, patent and IP related matters in U.S. District Courts, before the U.S. Patent and Trademark Office and the International Trade Commission, as well as before ICANN for domain name disputes.