

## TECHNOLOGY COMMERCIALIZATION

Our group advises companies of all sizes on developing, buying, selling, marketing, and licensing proprietary technology to maximize its value in everyday business operations. Our attorneys recognize the need to create and implement a unique commercialization strategy for each client that may include securing or licensing patents and trademarks, structuring joint ventures, and negotiating angel and venture capital investments to fund client growth.

For companies at all stages, emerging or established, Husch Blackwell serves as a “one-stop shop” for technology commercialization. We offer experienced legal advice, smart business direction, and assistance in forming strategic relationships important to business success.

### Representative Experience

Advised Denver real estate executive Peter Niederman in the seven-figure purchase of the Internet domain name Denver.com from Dan Pulcrano, CEO of Silicon Valley-based domain manager Boulevards New Media Inc.

Represented a fabless semiconductor company against a patent infringement claim relating to a data compression algorithm in billions of dollars of modern chipsets. In court, we used an interactive computer demonstration to explain the differences between the patented and accused methods



*The advice and service that we get from Husch Blackwell are second to none. We work with several other firms for matters outside of intellectual property, and the experience just simply is not the same. Most importantly, the Husch Blackwell team offers the one thing that all clients are ultimately looking for in an attorney: SUCCESS.*

— Jamie Hawken,  
President, Utility  
Concrete Products  
LLC —

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for searching random access computer memory. The federal district court granted summary judgment of noninfringement, which avoided the expense of full discovery and a trial. We also persuaded the court to award attorneys' fees in favor of the client.

Obtained dismissal in federal court of a multipatent infringement suit relating to online photo sharing technology.

Represented client who had been using high-efficiency induction motors in air conditioners for nearly 20 years. A plaintiff suddenly claimed this motor was infringing on his patent, and he sought in excess of \$450 million in damages. Citing the plaintiff's procrastination in asserting his claim, we obtained summary judgment on behalf of our client. Two federal courts agreed that our client was not at fault because the plaintiff had a duty to investigate the alleged patent infringement but had failed to do so. Our IP litigators made important new law under the doctrine known as laches.

Provided a due diligence analysis of the company's patents, trademarks, copyrights, and domain names worldwide to military equipment maker Eagle Industries before it was sold. Eagle's strong patent and trademark portfolio and its ability to retain market share in the key sector of the advanced technology market greatly increased the overall value of the company during its acquisition by ATK, an aerospace and defense corporation.

