

# Intellectual Property

In today's business climate, intellectual property such as patents, trademarks, copyrights and trade secrets are among a business's most valuable assets. Due to the complex and interconnected nature of intellectual property law, protecting the long-term value of these assets requires an experienced, consistent, and comprehensive approach.

Jenner & Block has more than 100 professionals with significant experience and a long track record of extraordinary success on behalf of a diverse range of clients. We deliver sophisticated intellectual property capabilities—from high-stakes, bet-the-company litigation and complex outsourcing and licensing counseling to cutting-edge representation in the emerging fields and beyond. Many of the world's largest and most respected brands—including Disney, General Electric, Paramount Global, the Recording Industry Association of America, Diageo, The Dow Chemical Company, Hertz, Johnson & Johnson, NBCUniversal, Nissan North America, and Schneider Electric, to name a few—depend on the experience, vision, and judgment of Jenner & Block's Intellectual Property lawyers. *Chambers USA* consistently ranks Jenner & Block among the top dozen law firms in the United States for Intellectual Property: Trademark, Copyright, and Trade Secrets.

## **Nationally Recognized Strength in Copyright Law**

Our highly skilled and nationally recognized Content, Media & Entertainment lawyers use their legal experience and business savvy to help content owners safeguard and monetize their intellectual property, enforce their rights, and defend against claims brought by others. We represent most of the major media, technology, and entertainment companies on cutting-edge and emerging copyright issues like artificial intelligence and immersive technologies. The impact of our copyright work stretches well beyond legal and commercial outcomes for our clients. We have been deeply involved in negotiations leading to some of the most significant copyright legislation over the last 25 years, including the Digital Millennium Copyright Act (DMCA) and Music Modernization Act (MMA). We have been named *Law360's* "Practice Group of the Year" for Media & Entertainment eight times. Learn more about our Copyright Practice.

## **Asserting and Defending Patents**

Jenner & Block's Patent Litigation and Counseling team asserts and defends patents against both competitors and non-practicing entities in courts across the United States. We have favorably resolved trials, appeals, ITC and PTAB trials, and arbitrations by making complex science, technology, and patent law understandable to juries, judges, and arbitrators. We offer particular experience in high-stakes trials involving complex and cutting-edge technologies from biotech and

pharmaceuticals to computers, transportation, and artificial intelligence. Outside the courtroom, clients seek our counsel on infringement risks, and we provide opinions on patent rights involving issues of infringement, patent validity, and freedom-to-operate. Learn more about our Patent Litigation and Counseling Practice.

### **Preeminent in High-Stakes Trade Secret Litigation**

For more than three decades, clients have sought out Jenner & Block to protect their most valuable information and for our counsel on their rights and obligations around restrictive covenants. As the preeminent Trade Secrets and Restrictive Covenants Practice in the United States, we have been at the forefront of some of the most high-profile and historically significant cases shaping this area of the law. Known for our strength in litigation, our singular focus is protecting our clients' most valuable assets, including their confidential information and contractual rights. We counsel clients proactively before legal challenges arise and work strategically with clients to find alternate paths and creative solutions to avoid litigation, when possible. Learn more about our Trade Secrets and Restrictive Covenants Practice.

### **Safeguarding Trademarks Across Industries, At Every Stage**

Trademarks are the cornerstone of many businesses and are essential to building and safeguarding brand value. Protecting these vital assets requires constant vigilance and enforcement efforts on a global scale. Jenner & Block excels in helping clients—from early-stage companies to global enterprises—protect their trademarks, preserve and maximize the value of their brands worldwide, and assert and defend infringement, misappropriation of trade secrets, trade dress, false advertising, and unfair competition claims. Learn more about our Trademark Practice.

## **Related Capabilities**

[AI Task Force](#)

[Antitrust and Competition Law](#)

[Appellate and Supreme Court](#)

[Business Litigation](#)

[Consumer Brands](#)

[Content, Media, and Entertainment](#)

[Copyright](#)

Data Privacy and Cybersecurity

Fintech and Crypto Assets

Life Sciences

Litigation

Patent Litigation and Counseling

Technology

Trade Secrets and Restrictive Covenants

Trademark, Advertising, and Unfair Competition