

## INTELLECTUAL PROPERTY AND TECHNOLOGY

Ervin Cohen & Jessup LLP's Intellectual Property and Technology Law Department is well known for effectively protecting its clients' trademarks, patents, trade secrets, copyrights, technology and other intellectual property rights. And we help our clients turn these rights into revenues—through licensing, strategic alliances, key distributorships and other creative models. Over the years, ECJ has helped its clients establish, protect and commercially exploit their rights in marks, designs, technology and other intellectual property, for products and services ranging from toys to equipment to software to new media. We work closely with businesses at all stages—from startups to multinationals—to serve them in all aspects of intellectual property law and their related commercial activities.

### Intellectual Property and Technology Law Services

We counsel clients with regard to protecting and utilizing their new and existing intellectual property rights through all effective means, including:

- Copyright planning and registration
- Trademark registration and planning
- Trade secrets strategies, including protective agreements and policies
- Licensing of technology, marks and other intellectual property
- Strategic alliance arrangements, for development, marketing, etc.
- Helping develop trade dress, such as product designs and packaging
- IP audits to improve protections and identify new opportunities
- Assistance with Internet issues, including trademarks and copyrights

When litigation is needed to preserve or protect a client's intellectual property, we represent both plaintiffs and defendants in:

- Enforcement programs to protect clients' rights in their trademarks, copyrights, patents, trade secrets and other intellectual property
- Litigation of infringement, declaratory relief and other disputes
- Emergency relief, such as TROs and preliminary injunctions
- Mediation, arbitration and other non-judicial dispute resolutions
- Appellate practice, protecting our clients' rights beyond trial

### PROFESSIONALS

Kelly W. Cunningham

Jeffrey R. Glassman

Jason L. Haas

Kenneth A. Luer

Kelly O. Scott

Russell M. Selmont

David N. Tarlow

## CLIENT ALERTS

Ervin Cohen & Jessup Adds Veteran Patent Litigator Kelly Cunningham  
07.06.2022

Ervin Cohen & Jessup Partner Jeffrey Glassman Receives Certified Information Privacy Manager Credential  
10.05.2021

ECJ Partner, Jeffrey Glassman, Earns Certified Information Privacy Professional Credential  
09.10.2020

Jeffrey Glassman Quoted in the LA Business Journal on Privacy and Security Challenges  
*Los Angeles Business Journal*, 08.10.2020

Data Privacy, Retail & Consumer Goods: A Roundtable Discussion  
*Los Angeles Business Journal*, 02.24.2020

David Tarlow Weighs in with The Hollywood Reporter on Defamation Verdict Against Rolling Stone  
11.10.2016

## BLOG POSTS

The Food, Beverage and Hospitality Industry & the Internet: Recent Developments  
*Bytes, Sites & Rights* *Legal Bites*, 10.23.2020

California Privacy Rights Act Qualifies for November Ballot  
*Bytes, Sites & Rights*, 06.25.2020

California Consumer Privacy Act: Training and Record-Keeping  
*Bytes, Sites & Rights*, 06.11.2020

California Consumer Privacy Act: Service Providers  
*Bytes, Sites & Rights*, 06.10.2020

California Consumer Privacy Act: Handling Consumer Requests  
*Bytes, Sites & Rights*, 06.09.2020

California Consumer Privacy Act: Covered Businesses and Required Notices  
*Bytes, Sites & Rights*, 06.08.2020

Business Guide to the California Consumer Privacy Act of 2018: Five Steps in Preparation for Compliance  
*Bytes, Sites & Rights*, 08.01.2019

California Consumer Privacy Act Update: Ongoing Efforts by the Attorney General and California Senate To Refine the CCPA Through Rulemaking and Amendments

*Bytes, Sites & Rights*, 07.19.2019

Attorney General Rulemaking: Phase 2 of the California Consumer Privacy Act

*Bytes, Sites & Rights*, 02.19.2019

A Brief Summary of the Music Modernization Act

*Bytes, Sites & Rights*, 10.25.2018

The Three Stages of Technology Procurement

*Bytes, Sites & Rights*, 10.08.2018

Strategies for Navigating IT Infrastructure Upgrades

*Bytes, Sites & Rights*, 09.14.2018

California's New Privacy Bill of Rights: How The California Consumer Privacy Act of 2018 Will Empower Consumers and Create New Burdens For Data Driven Businesses

*Bytes, Sites & Rights*, 07.08.2018

The Nuts and Bolts of Digital Advertising

*Bytes, Sites & Rights*, 06.23.2015

Aereo and Napster: Lessons in Licensing

*Bytes, Sites & Rights*, 08.04.2014

## PUBLICATIONS

Insure Against Data Breaches Suffered By Vendors and Service Providers

*Today's General Counsel*, 05.03.2023

## EVENTS

California Privacy Rights Act Seminar

Virtual Seminar, 02.23.2023

Kelly Cunningham to Speak on Protecting and Enforcing Design Patents in the U.S.

Leveraging Industrial Design Protections for Small-and-Medium Enterprises (SMEs)

Palm Springs Convention Center, 02.18.2023

How Businesses Can Comply with the California Consumer Privacy Act

Online Event, 12.02.2020

Food, Beverage, Hospitality & the Internet: An Industry Debrief on the CCPA, CPRA, Data Security and Other Risks  
[Webinar Recording]  
Food, Beverage, Hospitality & the Internet  
10.28.2020

## **SUCCESSSES**

10 Ervin Cohen & Jessup Attorney Named "Best Lawyers In America" And Two Named "Ones To Watch"