



Artisan Quality Patents®

Crafted to Match Your Objectives.

*In the specialized area of software patents, we have remarkably extensive experience.
Clients often assign us their most complex and strategic cases*

Your unique ideas require proper protection

Protecting your unique technology means that quality and attention to detail are essential. If your patents aren't filed properly, on time and on budget, and carefully shepherded through examination, another company could infringe on your idea and you may have no recourse. Patents have become essential corporate assets, and patent litigation has become a key competitive weapon. In a successful case, a court-ordered injunction can cripple an adversary — but not unless the underlying patent is sound.

Quality legal counsel is key

Companies across all technical fields and geographic locations have dramatically increased their patent application filings both to create offensive intellectual property weapons and defensive tools to protect market share and exclusivity. Patent valuation has soared and building and maintaining a portfolio is widely seen as a pillar of market value. Successful companies have benefited from quality intellectual property legal counsel. Your company also deserves the best IP talent available. Hickman Becker Bingham Ledesma LLP, Silicon Valley's premier transactional intellectual property firm, understands the real-world challenges involved in protecting your ideas. We have provided high quality intellectual property services for enterprises ranging from early-stage ventures to Fortune 500 market leaders, playing a critical part in each venture's successful growth.

The smart IP strategy

The smartest way to protect your ideas is to find the right partner to safeguard your interests. You want a law firm focused on intellectual property law, especially patents, with years of experience in a wide-range of technical disciplines and enterprise growth. You want people who are technically deep but also strong communicators and effective advocates. You want a legal partner who will not only help you to protect the vision you know about, but to identify and protect the ideas you didn't even know your company had. You want Hickman Becker Bingham Ledesma, LLP. Our firm protects your company's inventions and ideas with a group of attorneys who are expert in IP law and experienced in working with clients at all stages of growth. We can help identify worthwhile inventions and we can provide the advocacy essential to convince patent examining authorities to make the decision to grant. Our attentive approach to each case consistently delivers solutions that are intelligently planned, smoothly executed, timely and on budget.

Intellectual property—you have more of it than you think

Protecting your IP is not only about patenting your main ideas. It's about identifying every potential valuable offshoot of your current vision—where competitors or the market will go months or years from now. With us, you can unlock the potential of your ideas and maximize the value of your IP. Our attorneys and patent agents have served in large law firms, as litigators, as in-house counsel, as Examiners in the U.S. Patent & Trademark Office, and in technology development ventures, both large and small. Because of this broad base of experience, we are uniquely positioned to help you:

- Identify or “harvest” inventions in your existing technology;

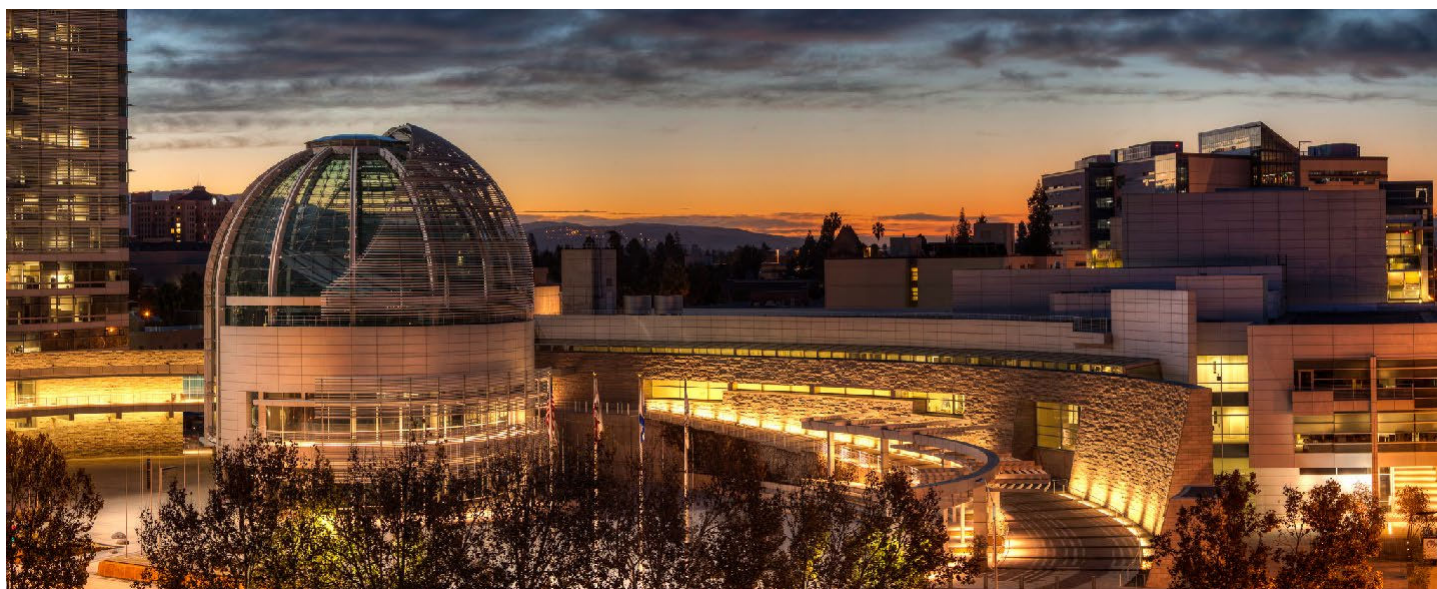
- Brainstorm about where the competition is going and how your IP program can create barriers to entry;

- Create and foster an innovation program across the enterprise;

- Draft, file, and advocate allowance and grant of the inventions that best protect your company's market value and technological position.

Our difference: expert, extensive experience

Our firm is set apart from other patent firms by its breadth of experience coupled with technical expertise in focused areas: We are experienced in identifying and protecting unique ideas across a wide range of technical disciplines. We currently represent Fortune 500 companies in the fields of database software, network equipment and network management software, consumer electronics, Internet search and services, digital video recorders, multi-function printing and imaging, and numerous consumer-facing services. We understand the unique culture of Silicon Valley. We haven't just worked with Silicon Valley companies — we've worked in them. Our attorneys and patent agents have served in in-house positions in both young, fast-moving companies and large, established corporations. We have litigation, business and counseling experience and we communicate equally well with CEO, CFO, chief IP counsel, and CTO. Protecting intellectual property is what we do. All we do. Our lawyers are involved full-time, every day, in identifying software inventions, preparing disclosures, prosecuting applications to successful issuance, supporting enforcement efforts, preparing and negotiating licenses and other IP-intensive transactions. In total, we have one of the largest concentrations of software patent lawyers in the United States. We cover every aspect of intellectual property protection. We are regularly called upon to evaluate claims of patent, trademark, trade dress, or copyright infringement, determine whether claims are meritorious, and determine a responsive strategy. We often work in a team arrangement with litigators at other law firms, and we can assist you in evaluating and selecting such counsel if the need arises. We have strong international knowledge and contacts around the world for protection of assets in key overseas markets.



The firm's attorneys are "among the brightest minds in the patent prosecution area today".

— Intellectual Asset Management Patent 1000, The World's Leading Patent Practitioners (Globe White Page Ltd, London)

Our firm provides legal services in the following areas:

- Counseling in all areas of intellectual property protection
- Patent preparation and prosecution in the U.S. and abroad, with an emphasis on software, networking, computer architecture, electrical, electronics, semiconductor, and Internet technologies
- Risk evaluation, dispute resolution, and contested administrative proceedings such as re-examinations and oppositions
- Trademark search, clearance, and registration in the US and worldwide
- Drafting of privacy-related policies and notices, counseling on data privacy protection and privacy regulatory compliance
- Software and technology licensing, development, and related agreements
- Anonymous patent acquisition and sale or licensing

We excel in preparing and prosecuting patents to issuance that meet the tough standards of the U.S. Patent and Trademark Office. We make extensive use of Examiner interviews by phone or in person to resolve cases at the earliest possible stage. We closely track all USPTO rule changes and unwritten internal policies. We are conveniently located near the USPTO's new Silicon Valley satellite office.

We are accustomed to managing large numbers of cases. We have over 10,000 cases under management, and over 1,000 cases under management per client for several of our clients. We have unprecedented client retention. We have established an enviable client base with unheard-of low turnover attorney rates and even stronger loyal clients. We have worked with several key clients for over 15 years. We work closely with our clients on an ongoing basis, identifying and protecting emergent ideas. Our lawyers sit on the patent review committees of many of our clients and provide direct input on what to patent and why. We offer an integrated, team-based approach. Hickman Becker's partners have worked together for years and have earned a reputation for providing high quality legal services, particularly in the area of computer software related technologies.

We handle all of your IP needs

Working with our talented team of attorneys, we'll take care of the "behind the scenes" details for your IP portfolio, creating a comprehensive foundation/strategy that will protect your company's patents from all sides. With Hickman attorneys on your team, you can integrate all of your patents into your portfolio; extend the portfolio's breadth, and manage and control your IP resources pragmatically, actively and strategically.