



# Strategic IP Counseling

Intellectual property is an increasingly valuable asset to every business. All transactions in today's business world should be conducted with due consideration to IP rights. COJK helps clients determine the strength of these assets, which enables them to realize their full business potential.

We conduct due diligence reviews in the case of a merger or an acquisition to identify all IP assets, helping business owners knowledgeably examine every transaction. We provide patentability and invalidity opinions, which helps clients determine the course of action to take in the case of possible infringement or when patenting a new invention.

An IP audit is an important investment in a company's overall financial health. COJK frequently consults with clients to develop audit programs based on their specific needs and resources. Through our consulting services, we can provide a complete picture of the intellectual property a business owns. Once a business is armed with this information, we will assist with strategic planning, which can uncover new revenue opportunities and ensure that there are policies in place to protect trade secrets.

COJK attorneys have been assisting clients for decades to develop valuable intellectual property portfolios aimed at minimizing validity disputes and maximizing the return on their IP investments.

We assist clients with the following:

- Strategic portfolio planning and management
- Due diligence reviews
- IP transfer matters related to mergers and acquisitions

- IP valuation/monetization
- Opinions of patentability
- Freedom-to-operate / freedom-to-practice opinions
- Invalidity opinions
- IP audits
- IP programs