



# HENSON EFRON

## INTELLECTUAL PROPERTY AND LICENSING

At Henson Efron, our intellectual property (IP) law attorneys help clients protect and enforce trademark, trade secret, copyright and other intellectual property rights through contracts, registration, licensing and, when necessary, intellectual property litigation. We draft, negotiate and advise clients regarding confidentiality, joint development and patent and trademark licensing agreements. Additionally, we assist clients with advertising and marketing programs to ensure that they comply with appropriate laws and regulations.

Our IP attorneys advise clients regarding false advertising, trademark and copyright infringement and related unfair competition issues. We also assist with the acquisition and disposition of intellectual property rights, as well as the protection of intellectual property rights. We represent clients in sports and celebrity licensing and endorsement agreements, as well as in protection of publicity rights.

### Intellectual Property and Licensing Services

- Software and License Agreements
- Trademark Law
- Copyright Law
- Patent and Trademark License Agreements
- Unfair Competition
- Acquisition and Disposition of Intellectual Property Rights
- False and Misleading Advertising Issues and Claims
- Infringement Claims
- Obtaining Security Interests in Intellectual Property



### Professionals

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#### Attorneys

- Jennie A. Clarke
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