



EXTENSIVE CAPABILITIES AND EXPERIENCE ACROSS A BROAD ARRAY OF DISCIPLINES

Protecting Your Brand

Import-Export Compliance

Distribution Strategies

Product Liability

Advertising Compliance

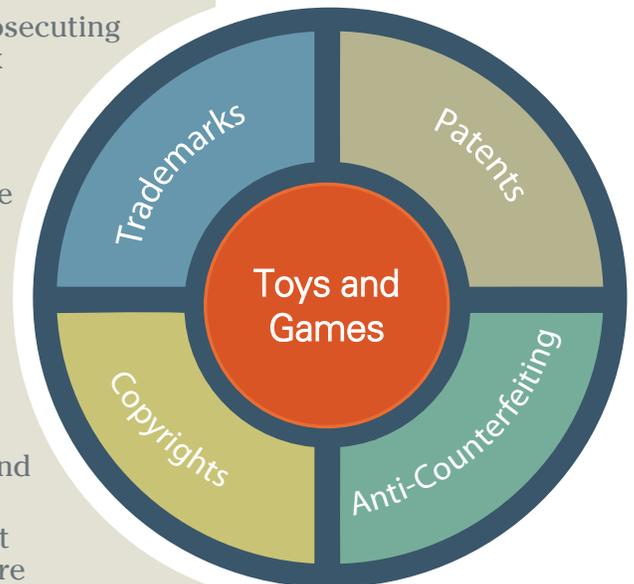
Green Initiatives

You wake up with a great idea...
How do you move to protect it?

Protecting your ideas and intellectual property is more than a formality – if done right, it means competitive advantage, added value for your idea and more profits at your bottom line. But what type of protection is right for you? There's more than one way to protect a great idea, with each having unique advantages and limitations. The Venable team helps toy and game inventors, manufacturers and marketers identify the most appropriate means of IP protection.

We assist toy and game companies with:

- preparing and prosecuting patent, trademark and copyright applications;
- reviewing and negotiating license agreements;
- preventing counterfeiters from replicating your products;
- litigating over intellectual property rights; and
- resolving consumer product safety issues before governmental agencies such as the Consumer Product Safety Commission (CPSC).



We offer depth you won't find in many general practice firms and breadth you won't find at most IP boutiques. At Venable, you get the best of both worlds—a balance of strategic counseling with aggressive and efficient litigation savvy in all areas of IP, that is the choice of leading companies here and abroad. Not only do we do it all, but as our track record indicates and our clients attest—we do it well.

ATTORNEY ADVERTISING

Venable is among the nation's premier counsel for product marketers.

To learn how we can help, contact us at 1.888.VENABLE or visit www.Venable.com/toys-games-industry

no matter the question, Venable has the answer

VENABLE'S TEAM PROVIDES...

- effective **procurement and enforcement** of rights in your innovative toys and games;
- legal guidance through every stage of **product development**;
- strategic guidance to **create and protect your brand** around the world;
- experience to avoid and defend against **regulatory inquiry**; and
- unparalleled success when your business is at stake - and **time is of the essence**.

VENABLE'S TEAM INCLUDES...

- **over 90 attorneys** experienced in IP prosecution, counseling and litigation, including over 30 registered patent attorneys, many of whom have Ph.D's or other advanced degrees;
- patent attorneys who have achieved a patent allowance rate **nearly 20 percentage points higher** than the USPTO average;
- attorneys who have **argued successfully before the Supreme Court**, including a landmark case that changed copyright law, and a case that *Legal Times* called "the most important trade dress case litigated since 1998"; and
- a trademark practice **ranked top 10 trademark firm** for U.S. filings in 2009.



Michael A. Sartori, Ph.D.
masartori@Venable.com
202.344.4004

Dr. Michael Sartori is chair of Venable's Patent Prosecution practice. As a registered patent attorney, he focuses his practice on patent prosecution, patent litigation, and patent portfolio counseling. He works in the general areas of electrical, computer, software, communications, electro-mechanical, and mechanical inventions.

Dr. Sartori prepares and prosecutes patent applications before the U.S. Patent and Trademark Office and directs worldwide patent prosecution. His counsel benefits clients desiring to obtain, enforce, and license patents in the U.S. and abroad, and to defend against patent assertions. His experience as a researcher and as a former Patent Examiner provide a unique perspective to the patent system.



Steven J. Schwarz
sjschwarz@Venable.com
202.344.4295

Steven Schwarz focuses on all aspects of intellectual property law, with a particular emphasis on patents. Mr. Schwarz has developed patent strategies and prosecuted patent applications in the consumer products, medical device, electro-mechanical, internet and related technologies. He has participated in all phases of patent litigation, from fact discovery to trial, including taking depositions and preparing briefs. Mr. Schwarz combines his patent prosecution and client counseling skills with his litigation experience to assist clients in developing and implementing patent portfolios, and enforcing them when necessary. He uses his litigation experience to provide valuable insight to clients when counseling on issues such as infringement and freedom to operate.



Meaghan Hemmings Kent
mhkent@Venable.com
202.344.4481

Meaghan Hemmings Kent is a registered patent attorney, and focuses her practice on intellectual property litigation, including copyright, trademark, false advertising, trade secret, patent, right of publicity, and domain name matters. Her litigation experience comprises diverse industries, including consumer products, media, software and electronics to photography and artwork. Ms. Kent has particular expertise in online disputes, including domain name matters, adword disputes, and resolving publicity, copyright, trademark, and counterfeit matters with social networking sites and other online venues. Ms. Kent's practice also includes intellectual property counseling and transactional work, including licensing, media transactions, developing intellectual property portfolios, brand management strategy, and conducting intellectual property audits. Her experience includes copyright and trademark acquisition and licensing.