



GREEN TECHNOLOGY

BRINKS
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& LIONE®

THE GREEN TECHNOLOGY GROUP

Brinks Hofer Gilson & Lione, one of the largest intellectual property law firms in the United States, has been providing the technical skills, legal acumen and creative passion to protect our clients' intellectual property assets and environmental innovations for more than 90 years. As breakthroughs in environmental protection and innovation move from the laboratory to the mainstream, many of today's ideas will become the foundation for significant and successful commercial enterprises of tomorrow – but only if the underlying intellectual property is secure.

The Brinks Green Technology Group combines the diverse talents of lawyers and scientific advisors into a multi-disciplinary team to address the unique challenges that this rapidly expanding field presents. The group provides an unparalleled wealth of talent in environmental technology acquired through experience in all aspects of developing, procuring and litigating intellectual property rights for green technologies and sustainable practices ranging from solar power to organic foods. We have all the skills necessary to assist with the creation, protection and commercialization of intellectual property rights in order to enhance our clients' business opportunities, while at the same time reducing potential risks.

INDUSTRY EXPERIENCE

SOLAR

Solar energy has been used for centuries, and as global energy demands increase, the solar industry continues to grow, innovate and introduce new technologies. The Green Technology Group is experienced in procuring patents and addressing challenges in this rapidly changing industry.

WIND POWER/HYDROELECTRIC

The Green Technology Group has significant experience in analyzing and protecting intellectual property rights related to renewable energy, such as wind power and hydroelectric technologies. As our clients focus on reducing greenhouse gas emissions and pollution, as well as promoting efficient clean energy production, our attorneys focus on protecting our clients' legal exposure while helping them commercialize beneficial solutions.

BIOFUEL

Brinks Green Technology Group has experience with every facet of biological fuel technologies. Our attorneys have procured intellectual property rights covering a wide range of fuels, solid biomass, liquid fuels and various biogases.

VEHICLE/BATTERIES

Our Green Technology Group represents global leaders in the field of electric and hybrid vehicles. In addition, the team represents the companies making the advances in battery technology which make these vehicles possible. Whether it is patent procurement or clearance work, these clients appreciate the technical and legal experience that our group brings to the relationship.

GREEN BUILDING

We advise clients in the expanding green building field, also known as green construction or sustainable building. Whether clients are designing, building, operating, maintaining, renovating or deconstructing buildings, the Green Technology Group understands the most strategic ways to protect our clients' investments.

WATER TECHNOLOGY

The Green Technology Group help clients procure protection in all aspects of water purification technology, including removing undesirable chemicals from water and removing materials and biological contaminants from wastewater.

CAPABILITIES

■ LITIGATION

In the complex, competitive world of green technology, challenges to intellectual property rights are inevitable. The Green Technology Group is prepared to meet these challenges. When out-of-court options are no longer feasible, Brinks attorneys partner with clients to develop litigation strategies for highly complex patent, trademark and trade secret matters. Our litigation clients range from start-up companies to Fortune 500 companies. With a wealth of experience to draw on, our Green Technology Group vigorously enforces and defends our clients' intellectual property rights.

■ PATENT PROSECUTION

Skilled preparation and prosecution of environmentally beneficial patent applications require a team that is adept and current in both the law and the emerging technologies that clients seek to protect. Our patent prosecution attorneys are experienced in preparing and prosecuting green technology patent applications. Their combination of technical skills and understanding of the field allows the Green Technology Group to provide invaluable counsel to clients on the most effective means of protecting their environmentally friendly inventions and intellectual property assets.

■ COUNSELING, RISK ANALYSIS AND LICENSING

Working closely with trusted legal counsel is often the route of choice for clients who wish to avoid future disputes and expensive, lengthy court proceedings. Members of the Green Technology Group are skilled counselors who work with clients to anticipate potential intellectual property issues and minimize the risks associated with doing business in the complex world of environmental solutions. We help clients avoid infringement of the intellectual property rights of others. In addition, we negotiate licensing arrangements and represent clients in disputes without resorting to the courts.

■ PORTFOLIO MANAGEMENT

Clients turn to the Green Technology Group to design invention protection programs that help secure their valuable green technology intellectual property assets from the outset. We also customize programs according to each client's requirements to help them realize the true benefits of their inventions by identifying potential infringement threats, recommending appropriate action to safeguard areas of perceived vulnerability and recommending strategies for monetizing a client's intellectual property portfolio.

■ TRADEMARK/FALSE ADVERTISING

As companies advertise and create brands that claim environmental benefits, enforcement of false environmental claims continues to rise. The Green Technology Group helps clients successfully avoid greenwashing in their advertisements to ensure that they comply with the Federal Trade Commission's revised "Green Guides." Brinks helps evaluate clients' advertisements, validate their claims and advises on strategic options for pursuing competitors that engage in false or misleading advertising.

CONCLUSION

Green technology requires legal support not only in preparing and prosecuting patent applications and enforcing intellectual property rights, but also with many real-world business issues such as drafting licensing and transfer agreements among inventors, institutions and corporations. It is here that the breadth of experience and extensive resources of the Green Technology Group work to the long-term advantage of our clients.

Brinks is one of the largest intellectual property law firms in the country, and our skilled practitioners have multi-disciplinary experience and advanced degrees in a wide range of technological backgrounds, including chemistry, biology, nanotechnology, and structural, civil, electrical and mechanical engineering. From Fortune 500 companies and academic institutions to green/clean technology startups, the Green Technology Group is uniquely positioned and qualified to represent clients in areas as diverse as green chemistry, renewable energy, electric vehicles and waste remediation, to name just a few. When it comes to intellectual property protection, Brinks is the first and only choice for green technology clients.

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