

## Richmond Patent Lawyer

Richmond Patent Lawyer - Effective asset management is directly linked to having a successful business. Normally, companies are not as diligent at managing their intangible assets as they are at managing, acquiring and protecting hard assets. Among these assets is intellectual property rights, that has the potential to be amongst the most essential advantages a business can have in this technology based society.

There are many things which can be an intellectual property asset, including your business name, brands utilized on your products or providing your services, copyright in advertising materials, patents or design protection, software, equipment and processes. If not property protected, some rights regarding intellectual property are normally lost and abused.

Our firm provides assistance and advice to our clients by helping them to identify, perfect, and manage their intellectual property assets. Our lawyers can likewise help developing and implementing specific strategies to be able to enforce these rights.

Some members of our firm have industry specific knowledge like for instance cosmetics, information technology, sports and entertainment, advertising, franchising, retail, financial and insurance industries so as to allow us the ability to offer a full range of services.