



Intellectual Property

Protecting Innovation with Business-Minded IP Strategies

In today's global, knowledge-driven economy, your intellectual property is among your most valuable assets. Whether you're launching a new product, entering a licensing agreement, or defending a brand against infringement, protecting innovation is essential to staying competitive.

Hinshaw helps clients secure, enforce, and monetize their IP portfolios with strategies tailored to their business objectives. Our team works with startups, Fortune 500s, inventors, artists, and emerging technology companies to manage the full lifecycle of IP—from idea to protection to enforcement. We combine technical fluency with commercial insight to deliver legal solutions that drive value and mitigate risk.

Our work spans the full spectrum of IP law, including trademarks, copyrights, patents, trade secrets, licensing, and emerging technologies. We help clients protect core assets, develop licensing and commercialization programs, respond to infringement threats, and resolve disputes through litigation or alternative means.

Cross-Industry Experience: We represent clients in industries where IP is mission-critical—including technology, media, life sciences, education, financial services, and manufacturing. Our team understands the industry-specific pressures that shape IP strategy.

Integrated Litigation & Counseling: From proactive portfolio management to emergency injunctions, we offer both strategic counsel and courtroom advocacy. Our IP lawyers work closely with trial attorneys, corporate counsel, and regulatory specialists to protect IP in complex legal environments.

Business-First Perspective: IP is more than a legal issue—it's a business asset. We approach IP matters with a focus on monetization, brand value, competitive advantage, and risk management to align legal strategy with growth goals.

Areas of Focus

Copyright

We help clients register, protect, and enforce rights in creative works, including software, digital content, marketing materials, music, film, and literary works. Our attorneys advise on fair use, licensing, DMCA takedowns, and enforcement actions in both court and administrative proceedings.

Patent

Our team counsels on patent strategy, prosecution, licensing, and enforcement across a range of technologies. We assist with patentability reviews, infringement analysis, and litigation. Our attorneys advise startups and global corporations alike on building strong patent portfolios that support innovation and market strength.

Technology

Hinshaw advises on technology transactions, IP licensing, SaaS agreements, platform terms, and data ownership. We help clients navigate issues around AI, blockchain, and digital assets, ensuring IP protection and commercial viability in a fast-moving regulatory environment.

Trademark

From brand development and clearance to portfolio management and litigation, we help clients protect and grow their brands. We handle trademark registration, opposition and cancellation proceedings, enforcement actions, and domain name disputes in the U.S. and globally.

Trade Secrets

We protect proprietary information through counsel on trade secret audits, internal controls, employee agreements, and NDAs. When misappropriation occurs, we take swift action through litigation and injunctions. Our team also defends companies in high-stakes trade secret claims brought by competitors or former employees.

Turning IP Into Business Advantage

Innovation only delivers value when it's protected—and positioned for growth. Hinshaw's IP team brings legal clarity, commercial acumen, and cross-industry experience to help clients navigate the intersection of creativity, technology, and business. Whether you're developing a product, launching a brand, or enforcing your rights, we provide IP strategies that protect what sets you apart.

Insights

Press Release
Aug 21, 2025

102 Hinshaw Lawyers Recognized in 2026 Editions of *The Best Lawyers in America*® and *Ones to Watch*™

Webinar
Aug 20, 2025

Mohamed F. Sweify Speaks on a NYSBA CLE Panel on IP and Tech-Related Disputes at WIPO

Press Release
Aug 6, 2025

Mohamed F. Sweify Admitted to the List of Arbitrators of the Dubai International Arbitration Centre (DIAC)

Press Release
Aug 1, 2025

David Levitt Elected to the Board of Managers of The Decalogue Society of Lawyers

Press Release
May 13, 2025

Mohamed F. Sweify Appointed to List of Arbitrators of the World Intellectual Property Organization (WIPO) Arbitration and Mediation Center

Press Release
Apr 16, 2025

Hinshaw Adds Four Partners to Financial Services Group in New Jersey

In The News
Jan 2, 2025

Hinshaw Authors Consider Whether a SCOTUS Ruling on Copyright Infringement Creates an Open-Season Opportunity for Copyright Trolls

Press Release
Nov 7, 2024

Hinshaw Receives Recognition in the 2025 “Best Law Firms” Directory

Press Release
Oct 7, 2024

Hinshaw Named Among Select Group of “Upmarket Movers” in the BTI Consulting Litigation Outlook 2025 Survey

Press Release

Sep 18, 2024

Hinshaw Recognized as a “Leader in Litigation” in the BTI Consulting Litigation Outlook 2025 Survey

Press Release

Aug 15, 2024

105 Hinshaw Lawyers Recognized in 2025 Editions of Best Lawyers in America and Ones to Watch

Press Release

Nov 16, 2023

Hinshaw Recognized as “Distinguished in Litigation” in BTI Consulting’s Litigation Outlook 2024 Survey

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Related Capabilities

Appellate

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