

# BOND

## PATENT AND IP LITIGATION

### Big Law Sophistication. National Reach. Uncommon Value.

Defending what's rightfully yours in the ultra-competitive world of high-tech innovation requires a legal team with experience, sophistication and depth in handling intellectual property. It also demands strategic creativity and efficiency.

The attorneys of Bond's Patent and IP Litigation Practice handle high-stakes technology cases nationwide involving patent, copyright, trademark, trade secret, trade dress and unfair competition matters. We've represented Fortune 100 companies, high-tech start-ups, service businesses, manufacturers, financial institutions, and major universities and research organizations.

By combining well-honed trial and appellate experience with experience in virtually every industry, Bond confidently handles the most complex cases.

Our deep bench includes a Litigation Practice of more than 40 attorneys, plus 13 registered patent attorneys with sophisticated technical backgrounds. Bond members hold degrees in aerospace, electrical and optical engineering, as well as physics, biology and chemistry. And we've amassed cutting-edge knowledge working inside research companies, engineering firms and large multinationals.

#### When a Cookie-Cutter Approach Won't Get It Done

In this volatile environment where ingenuity rules, why would you trust your precious innovations to formulaic legal representation? Bond evaluates each litigation matter with fresh eyes, customizing a strategy ideally suited to your circumstances.

And we bring our A team —the lawyers who've been to trial, who've litigated across the country, who've faced AmLaw 50 firms and won. With Bond, you get partner-level talent, not a first-year attorney training on your company's dime.

#### Leveling the Playing Field in the 'Sport of Kings'

Dealing with a patent or IP lawsuit is, let's face it, expensive; no wonder some call IP litigation the "sport of kings."

Unfortunately, hiring the most expensive law firm to defend your property doesn't guarantee a win. In fact, upon seeing the big name you've brought in, the other side may simply turn up the heat and run up the bill. Seeking to avoid costly litigation, many companies reluctantly settle.

At Bond, we position our clients to seize control of the patent and IP litigation process. Our emphasis on strategy and cost-efficiency helps us secure important wins for our clients—over patent trolls, yes, but over competitors as well.

*Wary of spending time and money to protect or defend your company's IP? Look to Bond to help you take control of the IP litigation process—affordably, and with less disruption to your business.*

#### About Bond, Schoeneck & King

Bond serves individuals, companies and public-sector entities in a broad range of areas.

With more than 300 lawyers and 14 offices, we represent clients in manufacturing; agribusiness; commercial lending and real estate and construction; energy; health care and long term care as well as municipalities, school districts, higher education and other exempt and nonprofit organizations. We maintain 10 offices across New York; and one each in Boston; Kansas City; Naples; and Newark.

Bond is committed to understanding our clients' needs and providing comprehensive, practical, high-quality and responsive solutions. We strive to maintain the highest professional and ethical standards, and to provide leadership in community activities, pro-bono work and service to the Bar.

For more information, visit [bsk.com](http://bsk.com).

## Why Choose Bond?

- **Trusted by Top Companies.** We've represented some of the most well-known brands and technology companies in the world. Also, Chambers USA 2020 has recognized Bond's IP litigation practice: "Well-regarded practice with a strong reputation in the litigation space. Excels in securities and IP disputes..."
- **National Reach.** Our attorneys have litigated IP cases in patent hot spots such as Texas, Delaware and the U.S. International Trade Commission, and California, Florida, Illinois, Minnesota and New York.
- **Deep Bench Strength.** Our trial-tested team of more than 50 professionals has the experience and credentials to meet the specific needs of each IP litigation matter. And our dedicated in-house litigation support staff provides robust e-discovery resources.
- **Exceptional Pedigrees.** Not only do our lawyers regularly face off against the top firms, but many of us built track records inside the country's biggest and best-known firms. Bond members have been members at Kirkland & Ellis, Proskauer Rose, Fulbright & Jaworski and Nixon Peabody.
- **Refreshing Value Structure.** Bond's lean staffing models and office locations in smaller markets allow us to deliver partner-level attention and efficient support—for less than our competitors. And, with our most experienced professionals directing and streamlining your case, Bond eases the demands on your time and the disruptions to your business.

## Scoring Innovative Wins for Our Clients

Bond's clients have reaped the benefits of our unique approaches. Consider the following:

- **Prior-Art Discovery Yields Settlement in Patent Dispute.** Bond represented digital menu provider WAND Corp. and two of its customers—White Castle Management Co. and Cosi Inc.—in three lawsuits in Delaware over alleged infringement of digital menu board technology. Bond's IP team dug in and located key prior-art—which no other law firm involved in more than 30 related lawsuits had uncovered—showing that the asserted patents were invalid. Bond then negotiated a settlement in which the other party agreed never to sue WAND or its customers over the asserted patents.

- **Multi-Front Attack Achieves Major Victory Over Competitor.** Bond represented hardware and component manufacturer Nationwide Industries in defending a patent infringement suit filed in the Southern District of California. Bond obtained summary judgment of non-infringement at the district court, and that judgment was affirmed on appeal by the U.S. Court of Appeals for the Federal Circuit. In addition, Bond filed a re-examination of the asserted patent at the U.S. Patent and Trademark Office, resulting in significant claim amendments.
- **ITC Exclusion Order Obtained Against Foreign Manufacturers.** Bond represented electrical device manufacturer Pass & Seymour, a subsidiary of Legrand, in a patent infringement proceeding before the International Trade Commission. Six patents were asserted in various combinations against four primary China-based manufacturers, each of whom made different accused products. Because the four companies each made different products and because the same set of patents was asserted against each, Bond had to construct claims in a way that encompassed different products while also preserving the claims' validity. Our thoughtful, technical interpretation of the patents resulted in the ITC issuing an exclusion order against each of the Chinese manufacturers, preventing the importation of the accused products.

For more examples of Bond's experience in patent and IP litigation, see the attached list of representative cases.

## Ready for a Game-Changing Approach to Protecting Your Company's IP?

Find out how Bond will bring refreshing, innovative strategies to your patent or IP case. Contact us today.

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