

## Cambridge Patent Lawyer

Cambridge Patent Lawyer - Efficient asset management is directly related to having a successful business. Typically, 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, which has the potential to be among the most essential advantages a business could have in this technology based society.

There are many things which can be an intellectual property asset, consisting of 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 abused and lost.

Our firm works alongside our clients to provide them with the facts essential for them to identify, perfect, and manage their intellectual property assets. Additionally, our lawyers are also able to help with the development and implementation of plans so as to enforce these rights.

To allow us the capability to provide different services, several members of our office have specific industry knowledge in fields of cosmetics, information technology, sports and entertainment, advertising, franchising, insurance, retail and financial businesses.