



Hickman Palermo Truong & Becker LLP
INTELLECTUAL PROPERTY LAW

*We have one of the largest concentrations
of patent attorneys in the U.S. focused on
computer and software technology*



*In the specialized area of software patents,
we have remarkably extensive
experience. Clients often assign us their
most complex and strategic cases*



Unique ideas alone do not guarantee success

You want to protect your unique vision. In the perfect world, this vision flows from plan to patent effortlessly—creating barriers to market entry, and protecting competitive advantages over all other companies with similar ideas.

In the real world, it isn't that simple. If your patent isn't filed properly, on time and on budget, and carefully shepherded through the patent process, another company can infringe on your idea and you may have no recourse. A competitor might even copy it, add to it, or ultimately claim credit for your idea.

It's clear why today's successful companies focus on protecting their IP.

Today's complex IP climate

The intellectual property climate has changed. Patents have become a critical asset for virtually all companies, and the number of patent application filings has increased dramatically over the past decade. IBM alone received an estimated \$1 billion in patent royalties from its patent portfolio in several past years, and continues to earn over 3,000 issued patents per year.

In all fields—computer systems, electronics, software, medical devices, mechanical products—the need for quality intellectual property legal services is acute.

Patent litigation has become a key competitive weapon; many companies, whether market leaders or upstarts, seek to supplement their marketplace battles with a patent lawsuit. In a successful case, a court-ordered injunction can cripple an adversary—but not unless the underlying patent is sound.

Quality legal counsel is key

Companies across all technical fields and geographic locations have dramatically increased their patent application filings both to create offensive intellectual property weapons and defensive tools to protect market share and exclusivity.

These companies benefited from quality intellectual property legal counsel. Your company also deserves the best IP legal counsel available.

Hickman Palermo Truong & Becker LLP, Silicon Valley's premier transactional intellectual property firm, understands the real world challenges involved in protecting your ideas. Most of our attorneys have been practicing IP law together for over 10 years, and some individuals have nearly 20 years of combined legal and technical experience. We have provided high quality intellectual property services for enterprises ranging from well-funded start-ups, to domestic mid-cap corporations, to international public companies and Fortune 500 market leaders, playing a critical part in each venture's successful growth.



The smart IP strategy

The smartest way to protect your ideas is to find the right partner to safeguard your interests. You want a law firm focused on intellectual property law, especially patents, with years of experience in a wide-range of technical disciplines and enterprise growth.

You want a legal partner who will not only help you to protect the vision you know about, but to *identify and protect the ideas you didn't even know your company had*.

You want HPTB.

HPTB protects your company's inventions and ideas with a group of attorneys who are expert in IP law and experienced in working with clients at all stages of growth. Our attentive approach to each case consistently delivers solutions that are intelligently planned, smoothly executed, timely and on budget.

We use a comprehensive strategy that creates barriers to competitors who want to enter your field. We understand that even beyond the uniqueness of your idea, the way you envision, protect and manage your intellectual property will protect your company in the competitive technology markets of today—and tomorrow.

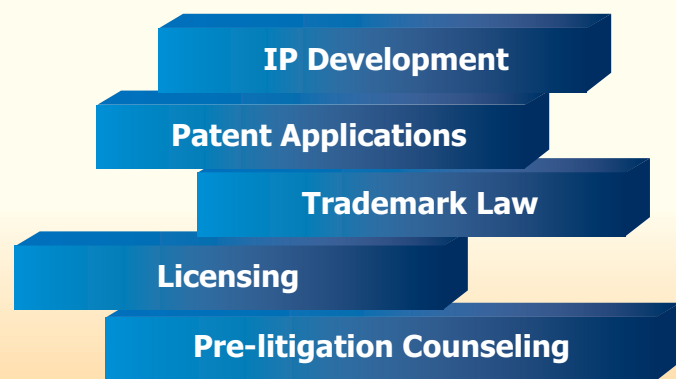
Intellectual property—you have more of it than you think

Protecting your IP is not only about patenting your main ideas. It's about identifying every potential valuable offshoot of your current vision—where competitors or the market will go months or years from now. And about identifying and protecting patentable ideas as they arise.

With HPTB, you can unlock the potential of your ideas and maximize the value of your IP. Our attorneys and patent agents have served in large law firms, as Examiners in the U.S. Patent & Trademark Office, and in technology development ventures, both large and small. Because of this broad base of experience, we are uniquely positioned to help you:

- Identify or “harvest” inventions in your existing technology;
- Brainstorm about where the competition is going and how your IP program can create barriers to entry;
- Create and foster an innovation program across the enterprise.

Our unique approach to a cross-enterprise innovation program leads to more IP elements, and more different kinds of IP, being identified and protected. This improves your defensive position in the



*HPTB serves a substantial client base in Silicon Valley
and beyond. Clients include startups, mid-cap corporations
and multinational Fortune 500 market leaders*

marketplace, creates more patents, and reduces the risk of third party claims for trademark and copyright infringement—because your company is taking intelligent preventive measures.

Today, the radical benefits of harvesting ideas and protecting them have led to unprecedented growth and revenue in the high technology industry. HPTB can help you take the next step: extending the patentability, power, and value of *all* your ideas quickly, easily, and thoroughly.

*The HPTB difference:
expert, extensive experience*

While there are many “patent boutique” firms in the United States and Silicon Valley, what sets HPTB apart is breadth of experience coupled with technical expertise in focused areas:

We are experienced in identifying and protecting unique ideas across a wide range of technical disciplines. We currently represent Fortune 500 companies in the fields of database software, network equipment and network management software, Unix-based computer systems, digital video recorders, digital music players and personal computers, Internet content acceleration, multi-function printing and imaging, and Internet search.

Our clients include a major supplier of semiconductor test head equipment; the largest Internet-based auction sales and service company; the market leader in professional digital video storage equipment for broadcast television, satellite and cable; a major provider of Internet merchant payment processing services; a CAD software firm; and numerous providers of infrastructure elements for the Internet and World Wide Web.

We understand the unique culture of Silicon Valley. We haven't just worked with Silicon Valley companies. We've worked in them. Our attorneys and patent

agents have served in in-house positions in both young, fast-moving companies and large, established corporations.

Protecting intellectual property is what we do. All we do. While many firms may say “we do software patents,” it's just one of many areas they cover, and they can't match our remarkably focused and extensive experience.

Nearly all our lawyers are involved full-time, every day, in identifying software inventions, preparing disclosures, prosecuting applications to successful issuance, and supporting enforcement efforts. Others have extensive experience preparing and negotiating licenses and other IP-intensive transactions. In total, we have one of the largest concentrations of software patent lawyers in the country.

We cover every aspect of intellectual property protection. We are regularly called upon to evaluate claims of

patent, trademark, trade dress, or copyright infringement, determine whether claims are meritorious, and determine a responsive

strategy. In some cases, we prepare opinions of non-infringement or invalidity that conform to the latest standards set by the courts. We often work in a team arrangement with litigators at other law firms, and we can assist you in evaluating and selecting such counsel if the need arises.





HPTB provides legal services in the following areas:

- Counseling in all areas of intellectual property protection
- Patent preparation and prosecution in the U.S. and abroad, with an emphasis on software, networking, computer architecture, electrical, electronics, semiconductor, and Internet technologies
- Trademark search, clearance, and registration
- Copyright registration
- Software and technology licensing, development, and related agreements
- Patent and trademark risk evaluation, patent monitoring, and pre-litigation claim evaluation, including guidance on responding to claims by patent trolls
- Anonymous patent acquisition and sale or licensing

We excel in preparing and prosecuting patents to issuance that meet the tough standards of the U.S. Patent and Trademark Office. These days the conventional practices of the typical patent attorney are not enough. Unlike other attorneys who are content to sit in their offices and file an unending chain of responses, continuation applications or appeals in reply to rejections by the U.S. Patent and Trademark Office, we make extensive use of Examiner interviews by phone or in person to resolve cases at the earliest possible stage. Rarely do our applications involve more than three responses, and we almost never need to appeal. We closely track all USPTO rule changes and unwritten internal policies.

We are accustomed to managing large numbers of cases. We have over 7,000 cases under management, and over 1,000 cases under management per client for several of our clients.

We have unprecedented client retention. With the ability to support thousands of complex cases seamlessly and cost-effectively, HPTB has established an enviable client base with unheard-of low turnover attorney rates and even stronger loyal clients. We have worked with several key clients for over 10 years.

We work closely with our clients on an ongoing basis, identifying and protecting emergent ideas. Our lawyers sit on the patent review committees of many of our clients and provide direct input on what to patent and why.

We offer an integrated, team-based approach. The IP departments in some firms have been recently cobbled together through acquisitions of other firms, or the sporadic hiring of lawyers here and there. By contrast, HPTB's partners have worked together for years and have earned a reputation for providing high quality legal services, particularly in the area of computer software related technologies.

HPTB handles all of your IP needs

Working with our talented team of attorneys, we'll take care of the "behind the scenes" details for your IP portfolio, creating a comprehensive foundation/strategy that will protect your company's patents from all sides.

With HPTB attorneys on your team, you can integrate all of your patents into your portfolio; extend the portfolio's breadth, and manage and control your IP resources pragmatically, proactively and strategically.



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