



One Firm WorldwideSM



GLOBAL INTELLECTUAL PROPERTY PRACTICE

Innovation is a key driver of economies throughout the world. Indeed, it is key to the global economy. Maximizing your innovation requires a careful and consistent strategic vision for your intellectual property portfolio, from creation through management and to the grand finale – enforcement. We bring a combination of scientific, legal, and trial-lawyer experience and skills to each client's most significant assets.

With IP lawyers in 27 of our worldwide locations, Jones Day provides seamless portfolio counseling and enforcement services throughout the United States, Europe, Asia, Latin America, and the Middle East. Our fully integrated and experienced team ensures that your intellectual property rights are protected and coordinated globally.

Jones Day is dedicated to partnering with our clients and using all of our resources to protect, enforce, and defend your intellectual property. With more than a century of experience in traditional industries and a focused vision on the ever-evolving technology revolution, we are poised to lead the dynamic practice of intellectual property law and the future generations of scientific advancement.

FAST FACTS

- More than **260** intellectual property lawyers across **27** locations in **10** countries
- A **full-service firm** practicing in the U.S., Europe, Asia, Latin America, and the Middle East
- More than **100 advanced degrees** in technical fields such as chemistry, biochemistry, chemical engineering, telecommunications, computer programming, electrical engineering, genetics, immunology, mechanical engineering, and virology



REPRESENTATIVE INTELLECTUAL PROPERTY CLIENTS

ELECTRONICS & SOFTWARE

Freescale Semiconductor
IBM
SanDisk
SAP AG
SAS Institute
Sharp Electronics
VIZIO
Xilinx

CHEMICALS

Chevron Corporation
Eastman Chemical
Magnequench
OxyChem
Sherwin-Williams

TELECOMMUNICATIONS

DIRECTV
Kyocera International, Inc.
Motorola
Research In Motion
Sprint Nextel

PHARMACEUTICALS

Abbott Laboratories
Celgene Corporation
Dainippon Sumitomo Pharma
Purdue Pharma
Sanofi-aventis

INTERNET/MEDIA

ICANN
The Nielsen Company

CONSUMER PRODUCTS

BIC Corporation
Bridgestone Americas
Heinz
The J.M. Smucker Company
Lowe's
Mattel
The Patrón Spirits Company
The Procter & Gamble Company
The Scott Fetzer Company

BIOTECHNOLOGY

Genentech
Genzyme Corporation
Marine Polymer Technologies, Inc.
MedImmune
Monogram Biosciences, Inc.
Myriad Genetics, Inc.

MEDICAL DEVICES & DIAGNOSTICS

Becton, Dickinson and Company
CareFusion
DePuy Spine
Fresenius Medical Care AG



TOP OF THE CHARTS

- The only firm to have ranked No. 1 six times in the BTI Client Service Ranking (The BTI Consulting Group, Inc., 2002–2011)
- “Band 1” Recognition in Intellectual Property, Asia-Pacific Region (*Chambers Global*, 2011)
- Global “Band 2” Recognition in Intellectual Property (*Chambers Global*, 2010 & 2011)
- Global “Band 1” Recognition in Intellectual Property (*Chambers Global*, 2009)
- National “Band 1” Recognition in Intellectual Property, U.S. (*Chambers Global*, 2008)
- Shared top honors for the Intellectual Property category in “Who Represents America’s Biggest Companies” (*Corporate Counsel*, 2008)
- Among the “Upper Crust” in “Who Represents America’s Biggest Companies” (*Corporate Counsel*, 2007)
- Ranked No. 1 in U.S. patent suits initiated and No. 2 in U.S. patent cases overall, based on the number of new patent cases initiated or defended in 2006 (*IP Law & Business*, 2007)

JONES DAY IN THE HEADLINES



MARINE POLYMER AWARDED \$29.4 MILLION IN PATENT INFRINGEMENT CASE AGAINST HEMCON DIRECTED TO BIOCOMPATIBLE POLYMERS

Marine Polymer v. HemCon

In April 2010, a federal jury in Concord, New Hampshire, awarded \$29.4 million in damages to our client, Marine Polymer, in a patent infringement case against HemCon.



DIRECTV WINS FULL VICTORY IN FEDERAL CIRCUIT PATENT APPEAL

Finisar v. The DIRECTV Group

On January 8, 2010, the Federal Circuit affirmed the summary judgment of the Eastern District of Texas holding that all of Finisar’s asserted patent claims were invalid. This was a total defense victory in a case where the plaintiff was seeking \$1.658 billion in damages and sought an injunction shutting down the DIRECTV system. The plaintiff had originally been awarded \$79 million and no injunction before the first Federal Circuit appeal reversed that judgment.

INTELLECTUAL PROPERTY SERVICES

Patent Enforcement & Litigation
Patent Prosecution & Counseling
Patent Portfolio Creation & Management
Piracy & Counterfeiting
Licensing & Technology Transfer
Trademark Portfolio Management & Enforcement
Copyright Management & Enforcement
Federal Circuit & IP Appeals
ITC Section 337 Proceedings
Interference Proceedings
Opposition Proceedings
Due Diligence for Financings and M&A

INDUSTRY EXPERIENCE & FOCUS

Software
Telecommunications
Electronics
Clean Technology & Alternative Energy
Chemicals
Consumer Products
Pharmaceuticals
Biotechnology
Agricultural Biology
Medical Devices & Diagnostics
Financial Services

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PITTSBURGH

SYDNEY

BOSTON

FRANKFURT

MEXICO CITY

RIYADH

TAIPEI

BRUSSELS

HONG KONG

MILAN

SAN DIEGO

TOKYO

CHICAGO

HOUSTON

MOSCOW

SAN FRANCISCO

WASHINGTON

CLEVELAND

IRVINE

MUNICH

SÃO PAULO

COLUMBUS

JEDDAH

NEW DELHI

SHANGHAI