

## Competitive Landscape Analysis

Haley Guiliano generates, analyzes, and counsels on intellectual property risk landscapes. In the context of patents, in particular, we evaluate third party patent risks in specific areas of technology. This provides a valuable tool for a client to use when determining where to expend resources on research and development. Businesses based on innovation also find this service useful when determining how to implement a technical idea in one or more commercial products in order to identify and mitigate risk.