



## Consumer Products

Of paramount importance for any consumer products company is preventing others from copying their products and ideas. Patents, including both utility patents and design patents, serve a vital role in protecting innovative products and product designs. Trademarks and copyrights can be used to protect branding and other intellectual property facets of a product. Haley Guiliano serves as a one stop shop for all intellectual property needs as they relate to consumer products.

We regularly represent clients developing new or improved products for commercialization. Often, we work together with our clients' marketing and business executives to understand the scope of features and technologies that have greatest impact on target markets in order to ensure that we generate intellectual property protection having maximum value and impact.