

Patent - Consumer Products and Industrial Design

Giving your products and assets the best possible legal protection

Capabilities at a glance

- **A business-oriented team with the specific technical knowledge** and industry experience to suit your particular products and designs.
- **We are a leading filer of design patents for the long term**, taking care to anticipate next generation variations for future product cycles and your competitors' design-arounds.
- **Strategic and holistic legal support, with well-crafted patents** as part of an all-encompassing brand-protection strategy, which also covers trademark, trade dress, copyright and related issues.
- **Dedicated patent attorneys with an extensive toolbox** of IP legal skills and tactics. We will guide you on when, where and how best to protect your innovations.

Patent protection that covers your products well into the future

The Quarles Consumer Products and Industrial Design team provides a comprehensive approach to protecting your IP assets via an integrated brand-protection strategy customized for your business. We know that securing effective patent protection requires the vision to see where a product is heading several years down the road and an appreciation for which aspects of the product will be most important in blocking copycats. Our patents protect your work well into the future, because our attorneys excel at crafting stories that effectively convey to patent examiners the special characteristics of your product that make it worthy of protection. Together with the firm's full-service capabilities, our strength in patent prosecution, trademark, trade dress and related issues allows us to provide complete brand protection to our consumer products and industrial design clients.

Securing the future of your products and designs

The Quarles Consumer Products and Industrial Design patent team gets results because it has both the legal skills and the technical industry knowledge necessary to protect your work. We have helped clients secure design patents across the full breadth of industries, including consumer products with accelerated life cycles, long-lasting industrial products and the ever-evolving world of software graphical user interfaces (GUI). Coordinating with foreign partners, we secure patents in every jurisdiction worldwide. Our breadth of ability in this area is matched only by our depth. We work collaboratively with our clients during the design and developmental phases so applications

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are on file well before product launch—but when necessary, we have the deep bench of talent to prepare multiple design patent applications in a matter of days; something we have done for clients facing emergencies.

Experience

- **Patentability searches and opinions**
- **Freedom to operate searches and opinions**
- **Landscape and “state-of-the-art” searches and opinions**
- **Patent application filing strategies**
- **Patent portfolio development**
- **Patent prosecution**
- **Pre-infringement analysis**
- **Patent invalidity and unenforceability opinions**
- **Maintenance strategies**
- **Forward-looking strategies**
- **Patent enforcement**
- **Infringement defense and post-grant challenges**

Protecting the Product Blog

Read more at our [Protecting the Product Blog](#)

