

## Red Deer Patent Lawyer

Red Deer Patent Lawyer - It is a well known fact that effective asset management is directly associated to successful businesses. While businesses are commonly very good at protecting, managing and acquiring hard assets, they are commonly less diligent on managing their intangible assets. One of these assets is intellectual property rights, that has the possibility to be among the most important advantages a company could have in this technology based society.

There are many things which could be an intellectual property asset, consisting of your business name, brands utilized on your products or providing your services, copyright in advertising materials, patents or design protection, equipment, processes, and software. If not property protected, numerous rights about intellectual property are usually lost and abused.

Our office offers advice and assistance to our clients by helping them to manage, identify and perfect their intellectual property assets. Our lawyers can also help developing and implementing certain methods to enforce these rights.

To allow us the capability to offer a wide selection of services, various members of our office have specific industry expertise in areas of information technology, cosmetics, sports and entertainment, advertising, franchising, retail, financial and insurance industries.