



The Attorneys of Hoffmann & Baron, LLP's New Jersey Office. Front row: Nichole E. Martiak; Partners of the firm: Daniel A. Scola, Jr., Lou A. Budzyn, and Salvatore J. Abbruzzese. Middle row: Andrea M. Wilkovich, John S. Sopko, and Jon A. Chiodo. Back row: Irene A. Lippa, Gordon F. Belcher, and Anna-Lisa Gallo. Missing from the photo: Angela M. Coxo and Julie Tabarovsky.

Transforming Ideas into Assets

Hoffmann & Baron, LLP

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Number of Employees: 85

Top Executives: Daniel A. Scola, Jr., Partner;
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Product or Service: Intellectual Property Law,
Patents, Trademarks, Copyrights,
Unfair Competition, Trade Secrets, Licensing,
Technology-Related Agreements, Due Diligence

Year Founded: 1984

**Hoffmann
& Baron, LLP**
Patents, Trademarks and Copyrights

The fuel for New Jersey's economic growth lies in new ideas for innovative products and processes, whether it's a novel treatment for diabetes, a better way to mold plastic or a creative software program to repel hackers.

To ensure innovation leads to financial reward, entrepreneurs and established companies alike have been turning to Hoffmann & Baron, LLP, a law firm with extensive experience in, and dedication to, protecting its clients' intellectual property.

"Intellectual property confers a unique intellectual business advantage," according to Daniel A. Scola Jr., a senior partner in charge of life sciences, pharmaceutical and biotechnology/biosciences law.

"To really grow your business, you can't just rely on marketing techniques," says Scola, who has nearly 30 years of experience in the field of intellectual property. "Intellectual property law, on the other hand, allows you a limited monopoly in exchange for teaching the public about your innovation."

"The exchange is crucial to protecting innovation and preserving market advantage," Scola says. "Once a company has drawn a clear boundary around its intellectual property, it can keep others out. A competitor can't copy and sell it through accidental trespass or reverse engineering."

"The boundaries offer protection in cases where key employees leave and take proprietary ideas with them to their new workplace," Scola says.

"Sometimes it's on purpose, but most of the time it's inadvertent disclosure," he says. "But once your trade secret is inadvertently or purposefully disclosed to the public, it's no longer a trade secret and anyone is free to

use it – unless it is protected intellectual property."

Legal safeguards are even more important in today's global economy, where competition could come from anywhere. Through a network of contacts in other countries, Hoffmann & Baron makes sure its clients' intellectual property is covered around the world.

Hoffmann & Baron also ensures clients aren't stepping on another company's intellectual property, thereby avoiding expensive and time-consuming lawsuits. In addition, the firm can put a value on any intellectual property involved in a merger, acquisition, or outside investment.

Venture capitalists and other investors typically consider intellectual property when they eye a startup company. Strong protection offers them reassurance.

"If all you can say is that you have a trade secret, you won't get investors. It's too risky," Scola says. "Before they commit any money, investors want to see effective legal measures in place to protect your innovation."

In working with clients, Hoffmann & Baron takes a practical approach that blends legal acumen with real-world business sense and technical know-how.

"The most important thing you can do for clients is to give them the best legal advice possible and also come up with practical solutions for how they can go forward," Scola says. "There are very few times when we find there's nothing you can do. We're focused on how we can get clients where they want to go."

"The firm delivers its advice in a language clients can understand," Scola says, "and hires only attorneys who are good communicators. It's all about judgment, being able to put yourself in the client's shoes, and understanding the client's business," he adds. ■