

## Abbotsford Patent Lawyer

Abbotsford Patent Lawyer - It is a well known fact that efficient asset management is directly linked to successful companies. Although businesses are usually very good at acquiring, protecting, and managing hard assets, they are often less diligent on managing their intangible assets. Among these assets is intellectual property rights, which has the possibility to be among the most important advantages a company can have in this technology based society.

There are several things that could be an intellectual property asset, including your business name, brands used on your products or offering your services, copyright in advertising materials, design or patents protection, equipment, processes, and software. If not property protected, numerous rights regarding intellectual property are often abused and lost.

Our office works alongside our clients to provide them with the knowledge required for them to identify, perfect, and manage their intellectual property assets. In addition, our lawyers can help with the implementation and development of methods in order to implement these rights.

Numerous members of our office have industry specific expertise such as cosmetics, information technology, entertainment and sports, franchising, advertising, financial, insurance and retail businesses so as to allow us the ability to offer a full range of services.