Law firm beefs up intellectual property practice

BY ERIC MORATH emorath@mrbizreview.com

Aiming to be a player in one of law’s hottest fields - intellectual property - Honigman, Miller, Schwartz and Cohn LLP this year added 21 people, including a dozen lawyers, to its Bingham Farms office.

The Detroit-based, full service law firm sees working on patents, trademarks and copyrights as a way to grow its business both in Oakland County and around the globe.

“This area of law has really boomed,” said Joseph Coppola, a partner at Honigman and an intellectual property attorney.

Coppola “The intellectual property law practice is growing because intangible assets are a growing portion of what companies value and of what they own.”

He said 20 years ago, the majority of a company’s assets was in its brick and mortar physical property. Today Coppola says intellectual property can be just as valuable.

Michael Lisi, a Honigman partner and trademark attorney.

Law firm Honigman, Miller, Schwartz and Cohn LLP added 21 staff members to its Bingham Farms office this year to build an intellectual property practice.

“Going forward more people will make their living from developing new ideas and products, rather than just manufacturing widgets,” he said.

Lisi said he expects intellectual property law to continue to grow with both entrepreneurs and manufacturers in Oakland County.

“We felt we have technology worth protecting and their attorneys came highly recommended,” she said. “All our patents have come through uncontested and I understand that is very unusual.”

Lisi said he expects intellectual property law to continue to grow with both entrepreneurs and manufacturers in Oakland County.

Law firm Honigman, Miller, Schwartz and Cohn LLP added 21 staff members to its Bingham Farms office this year to build an intellectual property practice.

What is IP law?

Honigman defines its intellectual property practice in six categories:

- General counseling
- Patents and trade secrets
- Trademarks and domain names
- Copyrights
- Licensing
- Litigation

Law firm Honigman, Miller, Schwartz and Cohn LLP added 21 staff members to its Bingham Farms office this year to build an intellectual property practice.

What is IP law?

Honigman defines its intellectual property practice in six categories:

- General counseling
- Patents and trade secrets
- Trademarks and domain names
- Copyrights
- Licensing
- Litigation