

# Protecting Innovative Solutions to Modern Healthcare Problems

The backbone of healthcare is technology: medical devices, digital healthcare applications, wearable devices, software-driven diagnostics and therapeutics, digital records tracking and management, and telemedicine all are driving a new era of healthcare quality. At healthcare facilities, novel diagnostic and imaging technologies allow for insights that were imagined by science fiction authors only a few decades ago. Behind the scenes, data mining and analytics provide innovative tools to analyze patient data and provide personalized medicine.

Our technical and legal expertise in the life sciences, medical device, and information technology industries allows us to recognize the value of protecting IP where these fields converge. Because our attorneys have degrees in electrical and mechanical engineering, computer science, chemistry, and biology—including doctorates cancer biology, and neuroscience—we can provide our clients with the right combination of expertise for their needs.

## Intellectual Property Protection

Patterson IP offers the full range of services for protection of intellectual property in healthcare. Our patent services include worldwide prosecution support, patent drafting, and patent portfolio management for software and hardware technologies as well as systems and methods. We provide freedom to use, infringement, validity, and patentability opinions, as well as portfolio analysis for due diligence. We also regularly assist clients with trademark and copyright matters essential for brand protection.

## HIPAA Compliance

Healthcare companies and affiliates must uniquely comply with privacy regulations protecting patients' medical records and personal health information (PHI). Our attorneys can help you ensure HIPAA compliance and privacy protection through auditing, drafting, and enforcing comprehensive privacy policies, advising on EHR integration, and drafting effective business associate agreements.

## Trade Secret Protection

Healthcare and medical companies are increasingly turning to trade secret laws to protect their valuable business assets, including PHI, analytic and informatic data, and proprietary documents. We advise our healthcare clients on best practices and policies for complying with international, federal, and state privacy mandates and help clients secure their trade secret information, respond to data security breaches, and maintain appropriate policies.

## Licensing And Agreements

Patterson IP's licensing experts routinely handle various types of intellectual property licensing and technology agreements for organizations ranging from start-ups to



multinational corporations. Our attorneys have come from in-house positions and participated in business mentoring and health care incubator programs, providing a unique understanding of what clients need in order to protect and commercialize their valuable IP.