

## Intellectual Property

The business world has dramatically changed in the last decade. Intellectual property now comprises an ever-growing share of a company's assets. Businesses must protect that value in order to survive in this competitive era. Weintraub Genshlea Chediak attorneys help our clients protect their bottom line by protecting their intangible assets.

Our attorneys advise clients with a variety of intellectual property matters, including patent, trademark, copyright, trade secrets, rights of publicity, antitrust, unfair competition, and First Amendment. Our clients are individuals and businesses in computer technology, biotechnology, entertainment (music, motion pictures, and television), manufacturing and other industries.

We represent both plaintiffs and defendants in litigation under federal law (patent infringement, Lanham Act, Sherman Act, Robinson-Patman Act, etc.) and state law (Cartwright Act, Unfair Practices Act, Unfair Competition Act [§ 17200], False Advertising Act [§ 17500], interference with contract, trade libel, and defamation.

Our registered patent attorneys are experienced in all aspects of patent law and are knowledgeable in the following technical arts: biochemistry, molecular biology, microbiology, genetics and genomics, immunology, general chemistry, pharmaceuticals, medical devices, business methods, software, and general mechanical.

Our team has extensive experience in the following related services:

- Due Diligence in Connections with Finance and Mergers
- Patent Prosecution and IP Protection

## Attorneys

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- [Bernhard Kreten](#)
- [Mark Lee](#)
- [Audrey Millemann](#)
- [Jeffrey Pietsch](#)

## News

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- [Four Weintraub Genshlea Chediak Attorneys Honored as 2008 Best Lawyers in America](#)
- [Eight Weintraub Genshlea Chediak Attorneys Honored as 2007 Northern California Super Lawyers](#)
- [David Adams Joins Weintraub Genshlea Chediak as Shareholder](#)
- [Work Life Balance For Women Attorneys](#)
- [Ebay Negative on Negativland iPod](#)

## Publications

- [Superman and a Super Copyright Battle](#)
- [Trademark Infringement: Factors Considered in Consumer Confusion](#)
- [The Ninth Circuit Just Doesn't Like Karaoke](#)
- [Federal Circuit Applies Supreme Court's New Test for Declaratory Judgment Jurisdiction](#)

- [Lights, Camera, IP Issues...](#)
- [A Fresh Look At Managing Intellectual Property](#)
- [American Express Wins Trademark Battle Over "My life. My Card."](#)
- [Ownership Issues Underlying the "Work Made for Hire" Doctrine](#)
- [E-Discovery Ethical Rules Remain Unchanged](#)
- [Election of Statutory Damages for Counterfeiting Bars Attorney's Fees](#)
- [Trademark Infringement and the Importance of Establishing Likelihood of Confusion](#)
- [In The 9th Circuit, May Not Be Worth It To Elect Statutory Damages In Trademark Counterfeiting Claim](#)
- [The Federal Circuit Finds Mental Process Unpatentable](#)
- [Can A Company Go Too Far In Preventing Its Employees From Being Hired Away By Its Customers?](#)
- [Fantasy Sports League Hits It Out Of The Park In Challenging MLB's Ownership Of Player Statistics](#)
- [Tiffany v. Ebay: Is Ebay Responsible for Trademark Infringement?](#)
- [Is There Really Only Room For One "Bay" On The Internet?](#)
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- ["Making Available" is Copyright Infringement in File Sharing Case](#)
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- [Act Now! - Or Lose Your Trade Dress Infringement Claim](#)
- [Host A Website And Get Sued For Trademark Infringement](#)
- [Interactive Websites May Lose Protection Under the Communications Decency Act 2007](#)
- [The 11th Circuit Reminds All That Copyright Protection For Databases Is Alive And Well](#)
- [Copyright Infringement and the Internet: A Closer Look at Perfect 10 v. Google and Amazon](#)
- [Is That Expensive Custom Computer Program Really Yours?](#)
- [Collage Ads & Copyright Infringement](#)
- [Over Installing Software May Subject A Company to Liability For Copyright Infringement Departing Partners: Is Their Name a Protected Trademark](#)
- [The Ninth Circuit Clarifies the "Safe Harbor" Provisions of the Digital Millennium Copyright Act](#)
- [The YouTube Question](#)
- [The Academy Award's Oscar: Golden or Generic under Trademark Law](#)
- [California Supreme Court Affirms Broad Immunity for Defamatory Republication on the Internet](#)
- [The Complexity of Proving Copyright Infringement](#)
- [Will the Real Keith Urban Stand Up: A showdown in Cybersquatting](#)
- [Should Ripping Your Purchased DVDs Onto Your iPod Be Illegal?](#)
- [A Refresher on the Trade Secrets Doctrine, Part I](#)
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- [Employers: You May Be Eligible for Immunity Under the Communications Decency Act](#)
- [Copyright Office Clears the way for more Ringtones](#)
- [How To Protect Your Clients' IP](#)
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- Copyright Problems for the Unwary Real Estate Developer
- Court Rejects Adoption of a Public Policy Test Component to Fair Use Doctrine
- Digital Applications of the Compulsory License
- The RIAA Goes After XM Satellite Radio for Copyright Infringement
- Learn a Lesson from Puffy -Don't Ignore a Cease and Desist Letter
- Your Cell Phone Is A Homing Beacon
- Tech Companies, Insure You Choose the Correct E&O Policy!
- The Attorney General's Google Search Comes Up Empty - So Far...Is Your Online Privacy At Stake?
- Intend To Infringe = Go To Jail
- The Grokster Decision- What Does It Really Mean?
- New Laws Attempt To Regulate The Internet
- What's the Big Deal About Copyright?