



## Delivering Practical IP Solutions: Startups and Early Stage Companies

**HIP Legal** delivers practical high-tech intellectual property (“HIP”) legal solutions that fit seamlessly into our clients’ businesses because we invest in and build our client relationships into true partnerships. This foundation gives us the perspective to see an IP issue in the context of our clients’ short and long term goals – so we not only solve today’s problems but also anticipate future issues. At its core, HIP Legal is a team, both within our firm and in partnership with our clients. By understanding our clients’ business, strategy and trajectory, and leveraging our collective, complementary expertise, we ensure the strategies we design and implement align with our clients’ business values and anticipate future issues. Upon this foundation, we help maximize our clients’ opportunities in protecting, valuing, licensing and maximizing their IP.



### IF YOU NEED TO BUILD YOUR IP ASSETS

We can partner with you to:



Identify existing and potential IP assets



Develop IP strategies, programs and processes aligned with your business stage, strategy and trajectory to maximize IP value



Adapt best IP practices to protect your IP



Prepare patent applications on your core IP



Register trademarks and service marks to protect your brand worldwide.



### IF YOU NEED TO GENERATE REVENUE FROM YOUR IP

We can partner with you to:



Identify IP assets to license or divest



Design an out-licensing strategy/program to maximize value and minimize risk



Negotiate and draft licenses or divestiture agreements



### IF YOU NEED TO NAVIGATE YOUR COMPETITORS' IP TO PROTECT YOUR INVESTMENT

We can partner with you to:



Perform “freedom to operate” analyses to identify competitive IP and risks



Negotiate and draft in-licenses to minimize risk



Prepare opinion letters, where appropriate



### IF YOU NEED TO EXPLORE POTENTIAL PARTNERSHIPS WITH OTHER ENTITIES

We can partner with you to:



Negotiate and draft common interest agreements to share information without losing rights



Identify joint development opportunities, negotiate and draft related agreements



### IF YOU NEED TO COMMUNICATE VALUE TO INVESTORS OR ACQUISITION SUITORS

We can partner with you to:



Analyze the strength of your IP



Communicate IP value to investors, board members and suitors



### IF YOU NEED ADVICE AND ANSWERS TO YOUR IP QUESTIONS

We can partner with you to:



Set up a monthly plan that fits your needs and gives you budgetary certainty, dedicated IP resources, and the freedom to ask questions as they arise

## Our Team

**HIP Legal** was founded by three seasoned intellectual property attorneys, Annie Rogaski, Julie Stephenson, and Judith Szepesi. Our expertise is based on decades of patent prosecution, in-house, litigation, and strategic advising experience. With this diverse perspective, we partner closely with our clients to navigate issues proactively, so that we can help maximize value, minimize risk, and reduce overall legal spending.



**Annie Rogaski** | [annie@hiplegal.com](mailto:annie@hiplegal.com)

Annie has 17 years of IP litigation and counseling, drawing upon her chemistry training to assist clients in a variety of technologies including medical devices, biotechnology, semiconductors, software, and consumer electronics. Now focused on the counseling, strategic advice and licensing side of her practice, Annie uses her litigation and trial expertise to help clients navigate competitive risk and best position themselves to protect and enforce their IP.



**Julie Stephenson** | [julie@hiplegal.com](mailto:julie@hiplegal.com)

Julie brings a sophisticated business approach to her IP practice with many years managing IP from a company perspective. She has a master’s degree in electrical engineering, six years of industry experience as an engineer, law firm experience and over a decade at the interface of business and law working in-house at Silicon Valley high-tech companies. Julie uses this diverse background to understand the business needs and challenges of clients, navigate licensing negotiations, develop comprehensive licensing programs, design IP strategy that works for companies, and set up best IP practices.

**Judith Szepesi** | [judith@hiplegal.com](mailto:judith@hiplegal.com)

Judith Szepesi has over fifteen years of experience as a patent prosecutor and strategic advisor in the high technology field and over ten years as a partner in a top IP boutique. Judith has a degree in electrical engineering, and programming experience. She works primarily in high technology, including software, hardware, mobile systems, telecommunications, analog and digital circuits, and mechanical areas. Her practice also encompasses open source and technology licensing. Judith delves deeply into the industry and business of her clients, enabling her to craft IP strategies that maximize opportunities and minimize risk.

## Contact Us

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