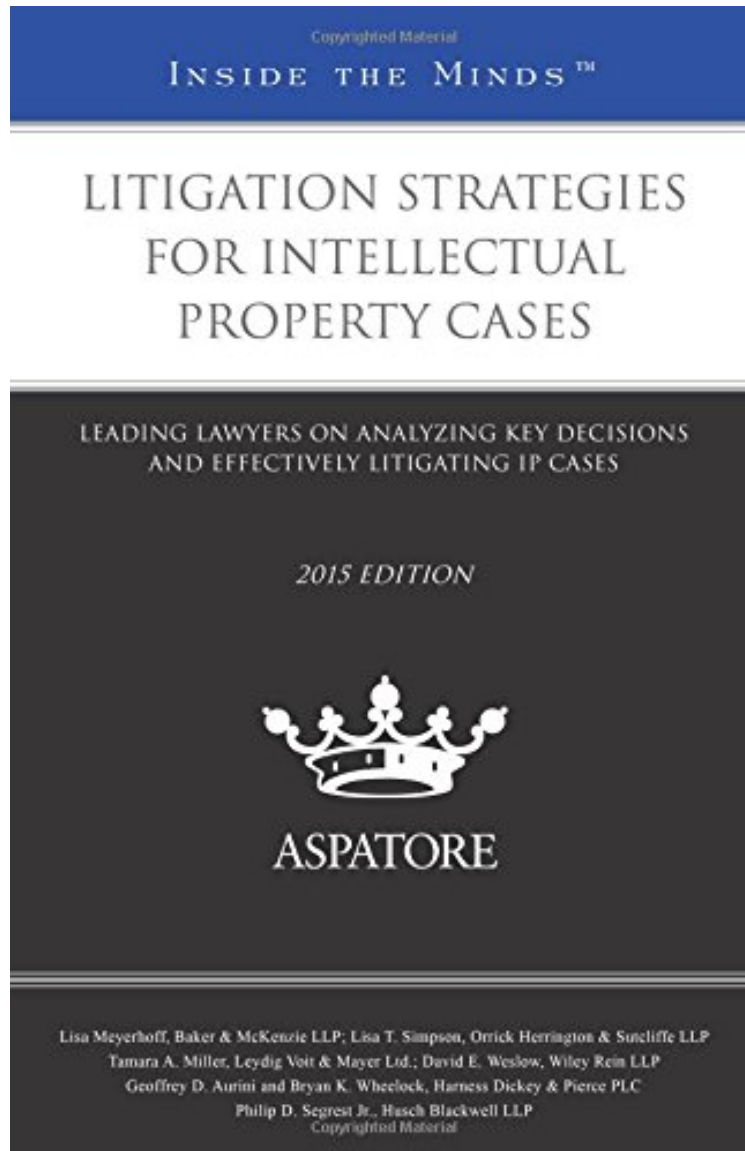


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Litigation Strategies for Intellectual Property Cases, 2015 edition: Leading Lawyers on Analyzing Key Decisions and Effectively Litigating IP Cases (Inside the Minds)

*Lisa Meyerhoff, Lisa Simpson, Tamara Miller, David Weslow, Geoffrey Aurini, Bryan Wheelock
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before purchasing it in order to gauge whether or not it would be worth my time, and all praised *Litigation Strategies for Intellectual Property Cases*, 2015 edition: *Leading Lawyers on Analyzing Key Decisions and Effectively Litigating IP Cases (Inside the Minds)*:

IP laws are constantly at the forefront of legal evolutions. The ability for people to stream digital content, which has changed the face of TV and music, has also brought along increased copyright infringement and non-practicing entities (NPEs). *Litigation Strategies for Intellectual Property Cases* provides you with more than just an insider's perspective on identifying, navigating, and overcoming challenges in ever-evolving IP regulations. Featuring partners from law firms across the nation, this book can guide you through best practices for addressing internet-related IP infringement and determining the strength of a case. These top lawyers give you specific advice on managing your client's expectations, developing a litigation team to build the case, and utilizing early analysis on every step in the litigation process. This book analyzes the possible future of streaming digital content and outlines challenging trends in legislation. Inside, you will also find key strategies for monitoring IP and copyright developments, and ways you can keep up-to-date on inconsistent interpretations of the law that you might not have known about before. With this book, you'll be better prepared to face the upcoming year in IP, and better able to answer any questions your clients have about the future in this area of law. *Inside the Minds* provides readers with proven business and legal intelligence from leading C-Level executives and lawyers. Each chapter offers thought leadership and expert analysis on an industry, profession, or topic, providing a future-oriented perspective and proven strategies for success. Each author has been selected based on their experience and C-Level standing within the business and legal communities. Chapters include: 1. Lisa Meyerhoff, Partner, Baker McKenzie LLP-"Identifying and Overcoming the Most Common Challenges in IP Litigation Before and During a Lawsuit" 2. Lisa T. Simpson, Partner, Orrick Herrington Sutcliffe LLP-"Managing Litigation in the Ever- Changing Landscape of Copyright and Trademark Law" 3. Tamara A. Miller, Member, Leydig Voit Mayer Ltd.-"Forming Strategies to Address the Challenges of Complex Trademark and Trade Dress Litigation" 4. David E. Weslow, Partner, Wiley Rein LLP-"Helping Clients Combat Internet-Related IP Infringement Through Litigation and Alternatives" 5. Geoffrey D. Aurini and Bryan K. Wheelock, Principals, Harness Dickey Pierce PLC-"Evaluating and Addressing the Complexities of Various Intellectual Property Cases" 6. Philip D. Segrest Jr., Partner, Husch Blackwell LLP-"The Practical Impact on IP Litigation Strategies of Key Supreme Court Rulings"