



THINK FORWARD

Brinks Gilson & Lione's Centennial IP Tool Kit Now Available For Entrepreneurs And Start-ups

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Ann Arbor, Mich. - Brinks Gilson & Lione, one of the largest intellectual property law firms in the U.S., and celebrating its 100th year in 2017, is pleased to announce its proprietary IP Tool Kit is now available in a Centennial version for entrepreneurs, start-up companies and those seeking to familiarize themselves with the administration and protection of intellectual property.

The Brinks Centennial IP Tool Kit, first produced in 2013, has been updated to reflect the most recent changes in IP law and is designed as a resource binder of information for dealing with routine intellectual property legal matters. The Tool Kit includes IP agreements and IP policies and procedures for companies; information on the patent application process; general guidance on copyrights, trademarks and trade secrets; and IP for information technology and social media.

The IP Tool Kit was spearheaded by Steven L. Oberholtzer, managing shareholder of the Ann Arbor office. Oberholtzer has more than 35 years of experience as an intellectual property attorney. In August of this year, he was selected by his peers for inclusion in *The Best Lawyers in America*© 2018 in the area of patent law and [received geographic recognition as patent law "Lawyer of the Year" for Ann Arbor for the second time.](#)

"The IP Tool Kit is a nuts and bolts look at intellectual property in its many forms, and gives users an understanding of the complexity of intellectual property while also providing resources to consider how to begin basic IP protection practices," Oberholtzer said. "We are living in a new era of innovation; business enterprises, even in their earliest stages, need to be protective of their ideas and the technology or manufacturing processes that bring them to life. The Brinks IP Tool Kit is a good place to start."

In addition to overseeing creation of the Brinks IP Tool Kit, Oberholtzer is the principal author and original editor of the Brinks IP Primer, *The Basic Principles of Intellectual Property Law*, originally published by Brinks in 2006 and recently released in its fourth, Centennial Edition to reflect ongoing changes in intellectual property law and coinciding with the firm's 100th anniversary.

To obtain a copy of either the Brinks IP Tool Kit or the IP Primer, please contact Joe Flynn via email at jflynn@brinksgilson.com.

Brinks Gilson & Lione

Celebrating its centennial year in 2017, Brinks Gilson & Lione is one of the largest intellectual property law firms in the US, and helps clients around the world to protect and enforce their intellectual property rights. Our more than 140 lawyers, patent agents and scientific advisors assist clients in all aspects of patent, trademark, unfair competition, trade secret, and copyright law. Brinks attorneys provide informed counsel with respect to innovations in a range of complex and valuable technologies, including pharmaceuticals, chemicals, bioengineering, industrial manufacturing, electronics and software, and

medical devices. More information is at www.brinksgilson.com.