

LET'S TALK TACTICS



As Wisconsin's largest IP firm, Boyle Fredrickson has been involved in a lot of cases where litigation isn't necessarily the best strategy – like when the cost to litigate exceeds the cost of liability. That's why we're inviting you to **Guerrilla IP**, a breakfast discussion on the tactics and tricks that you can employ to turn this no-win situation into a cost-effective and palatable resolution.



Guerrilla IP

Creating Bargaining Leverage in IP Disputes

Litigation can be a blunt instrument for resolving IP disputes. We will discuss innovative ways that corporate counsel can increase their bargaining leverage and get to a desired settlement outside of standard litigation tactics. Whether you're defending against patent trolls, asserting trademark rights, or trying to license your IP effectively, we can show you techniques that we employ in our practice to overcome structural obstacles to resolving IP disputes. These techniques can be employed to improve your resolution outcome in a cost-effective manner. We will explore the factors involved in mediating cases, the economics of settlement, and the specific tactics that are often overlooked in achieving prompt and cost-effective resolution, such as preemptive re-examination, searching strategies, design arounds, third-party licenses, and more.

Space is Limited

This event is limited to 24 people – so reserve your spot today!

WHAT:

Guerrilla IP

WHEN:

Wednesday, December 12, 2018

8:00 a.m. – 9:00 a.m. – Check-in begins at 7:45 a.m.

LOCATION:

Boyle Fredrickson, S.C.

840 North Plankinton Avenue

Milwaukee, WI 53203

[See on Google Maps](#)

RSVP:

Email rsvp@boylefred.com or call Nicole Baker at 414-225-6308

Register Now