

Innovative IP Attorneys for the 'New Normal' Economy

Southern
California
Legal

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Wang, Hartmann, Gibbs & Cauley, P.L.C.

Newport Beach, CA – There is nothing as simultaneously intangible, potentially valuable and vulnerable to theft as a brilliant idea. Protecting intellectual property requires a thorough understanding of international laws, business practices and customs.

This is especially true in the “new normal” economy in which many global companies are using aggressive methods to compete in an increasingly hostile economic environment.

The Southern California-based law firm of Wang, Hartmann, Gibbs & Cauley (WHGC) specializes in the “double I’s” – international and intellectual property law – helping companies protect, develop and market their valuable technologies and products.

It does so in ways that are as innovative as the clients it represents, with flexible fee structures and strategies that are adaptable to each client’s unique circumstances.

“The old way of practicing law is dead,” says Jeffrey C.P. Wang, founder and managing partner. “We embed our attorneys in domestic and foreign corporations so that they can foresee approaching crises firsthand and understand the life or death issues confronting our clients in this dangerous economy.”

WHGC offers highly experienced patent prosecution and litigation attorneys. Partner Richard F. Cauley, the author of *Winning the Patent Damages Case*, published by Oxford University Press with a second edition coming out in 2011, is recognized as one of the country’s leading patent litigation experts. Mr. Cauley’s book was cited by the Federal Circuit in the landmark patent damages decision *Lucent v. Gateway*.

The firm’s lawyers have advanced educational backgrounds, including electrical and mechanical engineering, which permits them to bridge the gap between the law and sophisticated technologies. This has proven particularly critical in the “smart phones” arena, one of the hottest areas of patent litigation and one of the firm’s many areas of expertise. WHGC also has substantial experience litigating against non-practicing entities, commonly referred to “patent trolls.”

- Intellectual Property
- International Business
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“That is particularly important, with so many high-volume, low-margin products coming out of Asia,” adds Erick P. Wolf, senior associate and registered patent attorney. “Companies in these positions cannot afford to pull products off the shelves of their largest customers as a result of a patent infringement case. This is where we step in. We try to stop problems before they happen.”

With WHGC, communication with clients at every step is constant, so as to avoid any unpleasant budgetary surprises. One recent case was budgeted at \$1 million, but through an innovative approach, WHGC resolved the matter for a mere \$12,000. While each case is unique, every client can rest assured that WHGC will seek the most cost-effective solution.



OPTIMAL PARTNERSHIPS: WHGC connects with clients to successfully implement innovative solutions.

From left: Franklin E. Gibbs, Jeffrey C.P. Wang and Erick P. Wolf.

“WHGC prides itself on being on the cutting edge of IP law. These days, if you’re not on the cutting edge, your clients are behind the eight ball.”

– Jeffrey C.P. Wang
Founder/Managing Partner

With offices in Orange County, Silicon Valley, Beijing and Taipei, WHGC is strategically situated near many of its high-tech clients. The

firm is especially adept at helping American companies navigate the legal, political and cultural complexities of doing business in Southeast Asia.

“While China’s intellectual property laws are in place, foreign companies cannot go into China with the expectation that laws and protections will be the same as they are at home,” says Franklin E. Gibbs, partner, IP director and registered patent attorney.

Indeed, Wang, Hartmann, Gibbs & Cauley is a forward-thinking law firm for some of the world’s most innovative companies, where new technologies thrive amid the challenges of the “new normal” economy.

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