

# Rooney IP Protects your Innovation

## Interview with Kevin Rooney of Rooney IP

### What sets Rooney IP apart from many other Intellectual Property Law Practices?

**Kevin:** My primary goal five years ago when I started the firm was to provide the same services found at a larger firm, but with more personal service and even higher quality in targeted areas of intellectual property law.

### Can you explain what you mean by "personal service"?

**Kevin:** Sure. We tailor our practice to the needs of the client. Collectively, we have decades of experience in many aspects of intellectual property law. If a client is sophisticated and knows what they want in terms of practices and procedures, we can adapt very quickly to those requests. On the other

hand, if the client is new to intellectual property issues, we have the experience and infrastructure to work with the client and learn together what approach works best for them.

a marathon and not a sprint. I have certainly heard that some people will not seek patents because of the high expenses involved, or perhaps a belief that they will be "buried" in

## "We have the experience and infrastructure to work with the client and learn together"

### How does quality affect the results when it comes to intellectual property?

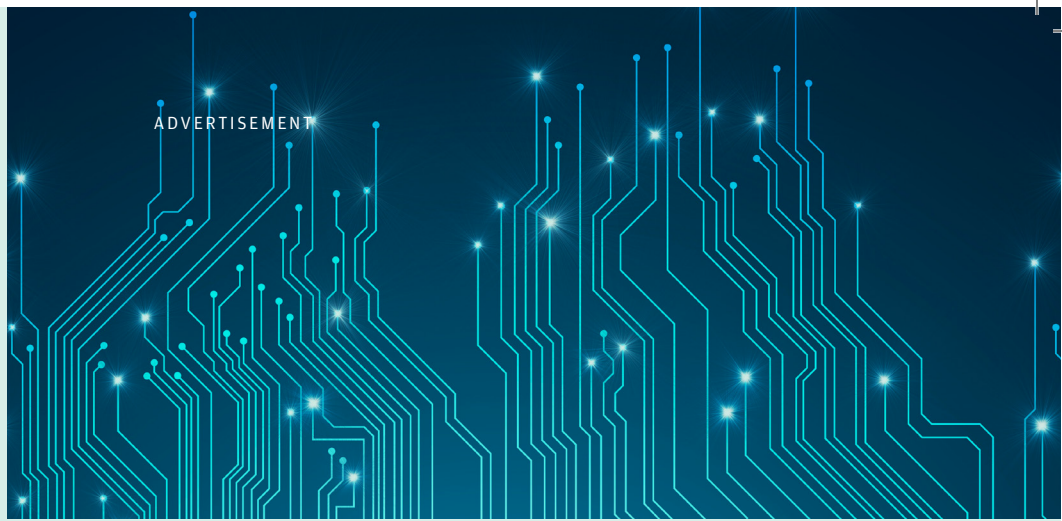
**Kevin:** Like any product or service that we all purchase every day, the quality of your intellectual property has the greatest effect on its long term value. For example, a patent is not a commodity product. The value of your patent is directly tied to the quality of the legal work needed for obtaining and monetizing the patent. Oftentimes, a patent is never actively enforced. But, that does not mean its existence does not prevent others from avoiding those exclusive rights. If the patent, or more ideally, the patent portfolio, is judged by your competition to be of the highest quality, a smart competitor will respect those rights.

legal expenses by a larger, litigious competitor. I believe this is often short-sighted. You should pursue an exclusive position on your intellectual assets if it makes sense to your business plan. That is, if you can marry your plans for commercial success with the protection on those intellectual assets, this will more than justify the expenses. If you can do that, the return on your investment will pay off in the long run.

### Aren't patents expensive to both obtain and maintain, let alone enforce? Is it worth it?

**Kevin:** Patents are indeed expensive, and the process can be challenging. But this is one of those areas that is

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