

The practice of patent law requires specialized knowledge, education and experience in science, engineering and technology. Simpson & Simpson's patent attorneys have backgrounds in electrical, mechanical, chemical and aeronautical engineering, biotechnology, chemistry and physics. The firm's trademark attorneys have specialized knowledge that enables them to help protect valuable corporate brands and trademarks. The firm maintains close relationships with intellectual property law firms all over the world, which allows its clients to internationally protect their valuable intellectual property. Because of its specialized knowledge, the firm is often asked to work in co-counsel relationships with litigators from other firms.

Simpson & Simpson, PLLC was formed in July 1998 by Robert and Ellen Simpson, and is located in Williamsville in offices formerly occupied by Ellen's father, leading Buffalo ophthalmologist Dr. Gerald Swartz. A true family affair, Ellen's mother Adeline redesigned the space for the firm. With an additional office in Palm Beach Gardens, Fla., the firm has 10 intellectual property attorneys and a support staff of 15 paralegals, legal assistants and clerical staff members. The firm is privileged to serve clients in Western New York, Florida, nationally and internationally.

"Our law practice has one paramount objective," Robert Simpson says. "Protecting everything you can imagine!" Simpson & Simpson's support staff has substantial experience in intellectual property law and uses state-of-the-art automation in its day-to-day practice, which includes the use of a Virtual Private Network that enables attorneys to work from home or when traveling.

"It's protecting creativity that makes the work so fulfilling," Ellen Simpson says. "Whenever we convince the U.S. Patent and Trademark Office that an invention is patentable or a

"PROTECTING EVERYTHING YOU CAN IMAGINE!"®

trademark is registrable, and whenever our advice helps a client to protect his or her creativity, we consider it a success. Although we serve many large companies, there is a special feeling of satisfaction when an independent inventor, working with limited resources, succeeds in licensing patent rights or marketing an invention or product. There

is no better reward in intellectual property law than protecting everything your client can imagine."

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