



Attorneys Discuss Intellectual Property Matters With South Jersey Entrepreneurs Forum

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Attorneys Joseph A. Martin and **Mark J. Sever Jr.**, co-Chairs of the Intellectual Property Practice Group at Archer, P.C., in Haddonfield, N.J., recently presented a special session on intellectual property law to members of the Entrepreneurs Forum of Southern New Jersey, which fosters entrepreneurial business development in the region.

The March 18 session at the Waterfront Technology Center in Camden provided an overview of the most common intellectual property issues businesses face, including selection and protection of brands, ideas, information and inventions. Also covered were employer rights to employee developments and issues involved in engaging independent contractors to develop materials such as software and websites. The seminar also addressed how to respond to demand letters from third parties threatening legal action and issues involved in litigating disputes.

Martin, of Haddonfield, concentrates his practice in intellectual property and competition litigation, including in the areas of computer software, trade secrets, information technology contracts, antitrust and unfair competition. He also has significant experience in more traditional business litigation matters, such as shareholder and partnership disputes, contract disputes, and class actions. His experience includes obtaining successful results for clients involved in a host of industries, including software development and licensing, health care information technology, and various manufacturing sectors.

Sever, of Moorestown, specializes in intellectual property, Internet, privacy and technology-related law, and also has significant experience in mergers and acquisitions, business organization and counseling, and contracting. His experience covers both litigation and transactional matters. He represents a wide range of clients, from Internet start-ups to Fortune 500 companies and international companies.

Archer, P.C., is a full-service law firm with more than 175 lawyers serving Fortune 100 clients, small to medium-sized businesses and individuals for more than 80 years. The firm has offices in Haddonfield, Princeton and Flemington, N.J., as well as in Philadelphia, Pa., Wilmington, Del., and New York City. For more information, visit www.archerlaw.com.

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