

SANTANGELO LAW OFFICES, P.C.



The Idea Asset Group

When Land O'Lakes®, Inc., a *Fortune* 500 company, began marketing animal feed products under the Profile® label, there was just one problem – the brand name was already the trademark of Cache La Poudre Feeds. The smaller, family-owned business turned to Santangelo Law Offices, P.C. for help.

"Land O'Lakes is a \$7 billion company with a big law firm behind them," says attorney Luke Santangelo, president of Santangelo Law Offices. "They knew they were violating a trademark, and they did it anyway. We called them and wrote letters. They ignored us until we sued them and won a \$15 million verdict to stop them from using our client's trademark. Sometimes corporations need to be encouraged to do what's right."

surgical procedures. Santangelo Law Offices carefully researched and wrote the patent applications for the invention that is now attracting attention throughout the medical technology industry.

"I've used firms across the country, but only Santangelo Law Offices had the perspective to single-handedly create asset value quantifiably approaching nine figures for our company, and not paying California rates sweetens what they bring to the table," says Michael Sarrasin, CEO of Celerus. "They were extraordinarily efficient."

Santangelo is quick to credit his associates for his firm's extraordinary success: Cheryl Anderson, trademark attorney and former nutritionist; Al Wiedmann, patent attorney and mechanical engineer;



"Most intellectual property law firms just do not have the lateral perspective entrepreneurs need. It's not just about getting IP, it's about creating business value."

– Luke Santangelo, President, Santangelo Law Offices, P.C.

With backgrounds in chemistry, engineering, computer technology and aerospace physics, the attorneys at Santangelo Law Offices are adept at helping clients protect and defend intellectual property in a wide range of categories.

As one of the leading law firms in Colorado focusing exclusively on intellectual property (IP), Santangelo Law Offices handles trademark, patent, copyright and licensing issues. Clients range from major corporations to individual entrepreneurs – even two cowboy-brothers, ages 12 and 14, who developed a neat product for ranchers and rodeo riders.

Kay Collins, trademark attorney; Nicole Ressue, patent attorney and chemist; and Misha Macaw, patent attorney and technical journalist. Together, they bring a team approach to every assignment, negotiating when possible and litigating when necessary.

As for that big company that makes animal feed and dairy products – the one that tried to usurp a smaller company's registered trademark – Santangelo wishes them well.

"Please buy their butter," he chuckles. "They need the money."

Areas of Practice

Patent	Trade Secret	Computer Law
Copyright	Unfair Competition	Licensing
Trademark	Technology	IP Litigation

With a staff of 13, including six lawyers with backgrounds in chemistry, engineering and computer technology, Santangelo Law Offices has the experience and knowledge to create, enforce and defend its clients' intellectual property, anywhere in the world. Santangelo, who is a former aerospace physicist and inventor, once worked for a major government contractor on highly classified projects. He understands the "ideas" business in ways that most other lawyers do not.

"Most intellectual property law firms do not have the lateral perspective entrepreneurs need," he says. "It's not just about getting IP, it's about creating business value. Getting a patent that's meaningful makes a difference."

Santangelo points to Celerus Diagnostics, a small company in California that developed a technology to diagnose cancer cells more efficiently, which will vastly improve the safety of some

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Scientists Joel Mason and Frank Guffey of Western Research Institute in Wyoming inspect a patented process plant to reap energy from oil sands.