



## DATA ANALYTICS

### Open For Business

Solving problems across a multitude of platforms by identifying and leveraging analytics into clear answers, justifiable change, expanded revenue and a heightened competitive edge is at the center of our Data Analytics practice. By marrying legal strategy with tangible data and everyday decision-making, we highlight inefficiencies and propose definitive legal solutions for clients of all sizes doing business anywhere.

Barnes & Thornburg advises business, institutional and organizational clients, particularly general counsel and senior leadership, in a comprehensive range of corporate, restructuring and intellectual property matters using data analytics and artificial intelligence (AI) to substantiate legal solutions. Innovation and technical and research savvy allow us to devote a full spectrum of analytics and strategic review to corporate transactions, reorganizations and IP initiatives of any size, scale and level of sophistication.

Finding the right data tells the real story. By combining public records, social media and governmental registrations, we provide clients with a “public records polygraph” that examines patent and trademark filings, SEC filings, executive teams, annual reports and other public records to create a behavioral profile for those we serve, identify trends in financial and legal inclinations, and deliver data-driven recommendations.

For clients, that can result in progress, cost savings and a more sustainable business strategy. By identifying what is useful and what is not when analyzing assets and portfolios, we partner with our clients to hone in on data to define and optimize synergies between technology and financial investment.

Many machine learning and AI tools are available across the spectrum of business information and in many cases give conflicting data. Interpreting

### Why Barnes & Thornburg?

Finding new ways to help clients identify solutions and new business opportunities, across industries, is at our core. We are, at times, more than lawyers, we are advisers bringing new ideas to light. We understand what keeps you up at night and work collaboratively to find practical and creative solutions, at the heart of business.

one system in light of another system requires an experienced human to “explain” or understand what each system contributes to solve a complex problem.

Our hands-on experience with AI and machine learning gives us unique insight into applying such tools to our client's business on a global scale. We focus on using data analytics to protect client's IP and other assets through times of growth and recession, and our “data hound” perspective and technological know-how results in efficiencies.

We analyze IP portfolios and monetization options, such as licensing, sales, acquisitions, portfolio gap analysis and long- and short-term planning not only from a legal standpoint, but also on the basis of concrete data. Clients rely on us for our broad skill in corporate counseling, mergers and acquisitions, compliance, privacy, data security, patents, copyrights, trademarks, designs, trade secrets, IP litigation, and open source and other contractual issues.

Our “big data” acumen drives legal counsel across operations, marketing, sales and technology, and is manifest in our ability to more efficiently pinpoint and justify selling strategies, engage in complex negotiations, and convert business planning into functional operational imperatives. Our team's legal and technical experience spans many industries, including:

- Automotive
- Cosmetics
- Cloud and e-commerce
- Computer hardware and design tools
- Data monetization
- Defense Industries (military and sport)
- Education and e-learning
- Energy, including oil, gas and renewable
- Financial services
- Food and beverage science
- Gaming technologies
- Healthcare and medical devices
- Information systems and Software as a Service (SaaS)
- Life sciences
- Mobile devices, IOT, drones and telecommunication
- Open source software
- Publishing
- Retail and consumer packaged goods
- Semiconductors

## **Practice Leaders**



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