

# YOUNG BASILE

## Industry | Consumer Electronics

The world of consumer electronics continues to change, and Young Basile remains on the forefront, working with leading, global clients in the field, moving them forward and helping them to deliver new technology to market. From action cameras to smart mirrors to augmented reality systems, we have got you covered.

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Consumer electronics is an ever-changing field, based on burgeoning technology and consumer demand. Young Basile has always been ahead of the curve – guiding clients in the newest directions and protecting their IP portfolios. Our consumer electronics team stands at the ready to guide you along your way.

### Speed to Market

Our clients in this exciting industry face short product development cycles and numerous competitors seeking to deliver the best smart product features to serve technology-savvy customers.

### Our Capabilities

With diverse industry-based experience that ranges from running entrepreneurial start-ups to leading technical teams in Fortune 500 corporate environments, our team of seasoned patent, trademark and copyright attorneys and agents will work to understand your products and competitive landscape to support more focused intellectual property development.

### Intellectual Property Protection

Product lines in consumer electronics may require several types of intellectual property protection: utility patents to protect inventive functional features; design patents to protect industrial design; trade dress, copyrights, and trademarks to protect logos, advertisements, and brands; and trade secrets to protect proprietary information.

### Technologies

- Action Cameras
- Adjustable Workstations
- Audio Equipment
- Augmented Reality Systems
- Drones and UAVs
- Fitness Measurement Devices
- Head Mounted Displays
- Health Monitoring Devices
- Recreation Wearables
- Smart Mirrors
- Smartphones
- Standing Desks
- Virtual Dressing Rooms
- Wearable Devices

### Representative Clients

- Google
- GoPro
- Huami
- OPPO Mobile Telecommunications
- Oculus
- Stir Inc.