

“Inventions are my business,” says Registered Patent Attorney Greg Mayback, who couldn’t be more passionate about working with corporations and engineers whose goal is to protect their creations and launch them in the marketplace. After all, Mayback began as an engineer himself—a rocket scientist, to be specific.

“I soon discovered that my favorite part of the creative engineering process involved translating highly technical inventions into language anyone could understand,” Mayback explains. “Now I do my engineering vicariously by assisting the client with the patent process and preparing the invention for sale to corporate giants.”

Mayback helps businesses develop entire Intellectual Property “IP” Portfolios, which can also include trademarks (names, logos and brand identity), copyrights and confidential information. He also guides clients with their corporate IP strategy, which involves analyzing past, present and future needs.

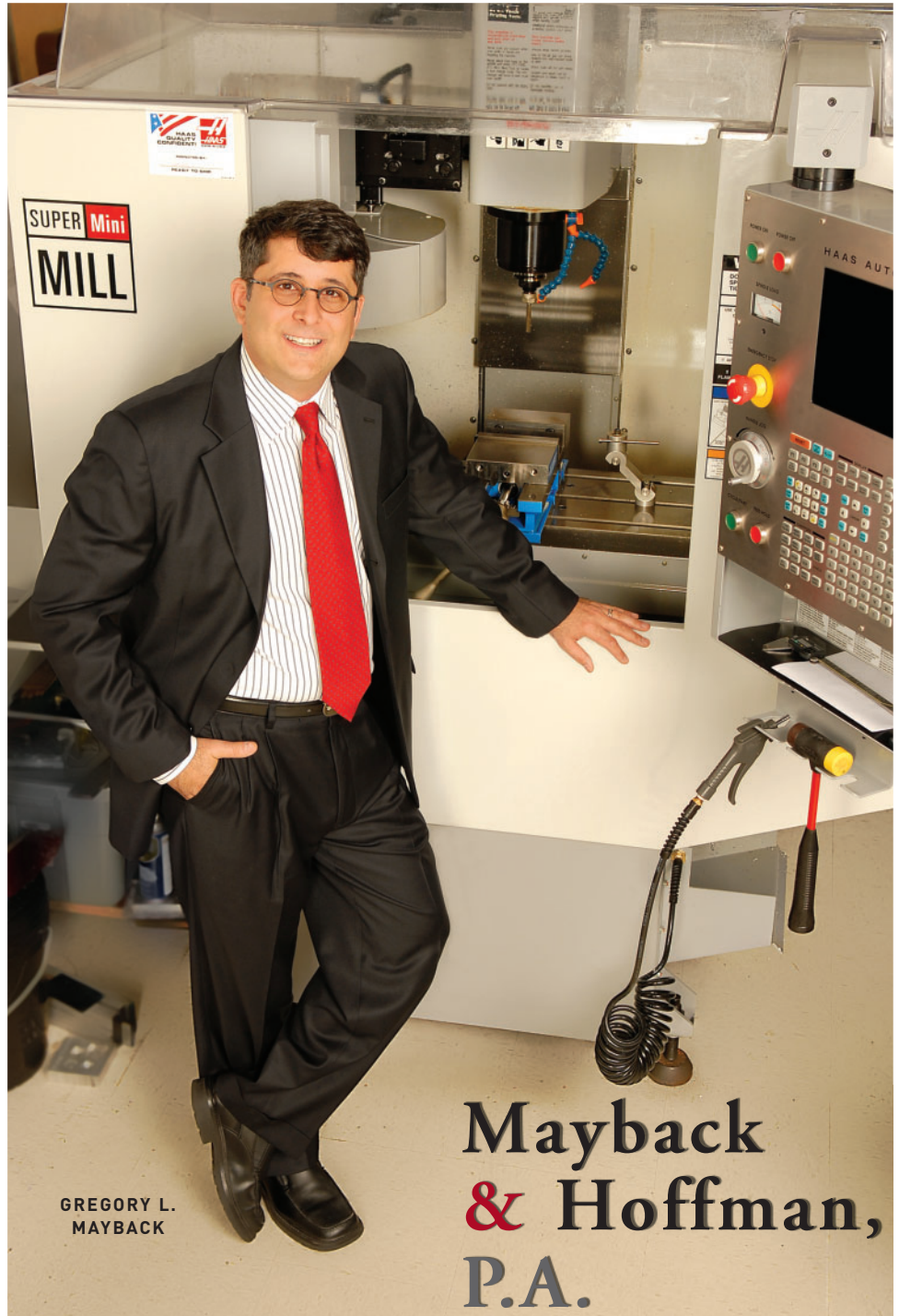
DEDICATED TO PROTECTING CREATIVITY

Unlike many patent attorneys who only litigate patent-infringement issues, Mayback focuses much of his time writing and filing patents. Creating patents is a legal art, which requires an understanding of the science of the invention, as well as the vagaries of the U.S. Patent Office.

Working from offices in Fort Lauderdale, Mayback has drafted patents in technologies including medicine, semiconductors, computers, automobiles, power generation and telecommunications, to name a few. He provides advice on all intellectual property matters, such as opinion drafting, due diligence studies and expert witness testimony.

INDIVIDUAL SERVICE FOR A WORLDWIDE MARKET

Mayback, along with partner Cathy Hoffman (who focuses on trademarks, litigation and appeals) have created a practice designed to provide personalized service to corporations and established inventors. They work closely with each of their clients in an effort to learn the client’s unique business. “The goal is to help businesses see the big picture to establish and maximize market share,” Mayback says. “We want to help them plan not only for today’s project, but for the future ones.”



GREGORY L.
 MAYBACK

**Mayback
 & Hoffman,
 P.A.**

**LAUNCHING CORPORATE INTELLECTUAL
 PROPERTY INTO THE FUTURE**

Many inventions the firm helps shepherd through the Patent Office are destined for the global market. “A good patent attorney has to know the process for filing international applications. Equally important, though, is the relationships we have established with patent attorneys around the world,” Mayback says.

Mayback will tell you that being a patent attorney isn’t rocket science, but that knowing a little about it sure doesn’t hurt.

MAYBACK & HOFFMAN, P.A.
 5722 South Flamingo Road, Suite 232
 Fort Lauderdale, FL 33330
 PH: (954) 704-1599 • mayback.com