



GREGORY L.
MAYBACK*

CATHERINE
HOFFMAN

SCOTT D.
SMILEY**

*CHOSEN TO 2009 SUPER LAWYERS
**CHOSEN TO 2009 RISING STARS

The Uncommon IP Attorneys

THE LAWYERS AT MAYBACK & HOFFMAN, P.A., ARE NOT your typical patent, trademark and copyright attorneys: Gregory Mayback, who has been named to the *Florida Super Lawyers*® list for the third consecutive year; Scott Smiley, named to this year's *Rising Stars*; and Catherine Hoffman, a co-founder of the firm, all share a passion for technology, law and motocross.

Mayback and Smiley, an associate at the firm, began their careers as engineers—one worked on rockets, the other on jet aircraft. Today, the two do their engineering vicariously, helping their clients navigate the field of protecting intellectual property, especially the invention process. And anytime they need a break, they invite everyone, especially clients, to join them for some off-road biking.

"We enjoy breaking the mold," explains Mayback, "at work and in our free time."

SPECIALIZING IN GLOBAL PROTECTION

Mayback and partner Hoffman have created a boutique firm with an eye toward the global protection of intellectual property. The firm provides advice on all intellectual property matters, including patent, trademark and copyright prosecution (i.e., the application process), enforcement through litigation, opinion drafting, due diligence studies and expert witness testimony.

Mayback and Smiley love the art, as well as the science, of creating and drafting patents in medicine, semi-conductors,

computers, automotives, power generation and telecommunications, to name a few. Hoffman heads the trademark and litigation departments, representing domestic and international clients.

"We focus on achieving the proper balance of return on investment for our clients," says Hoffman, "a key to maintaining long-term client relationships."

CURRENT ECONOMIC CRISIS A CATALYST FOR INNOVATION

Despite the current economic crisis, the firm has experienced an increase in patent filings domestically and globally for its corporate clients. "Our clients recognize that their businesses are built on innovative products and services," says Mayback. "We believe the state of the economy demands new, cost-effective solutions and will be a catalyst for innovation to improve business and technology."

All three of the firm's lawyers also find time for activities outside the office. Smiley is a professor of patent law at Nova Southeastern University's Shepard Broad Law Center. Mayback and Hoffman lecture on patents and trademarks, not just to other lawyers, but to local middle school students, hoping to turn them on to science and engineering. Then, of course, there's that motocross thing. "That keeps us sharp and alert," says Mayback with a laugh.



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