

A troll is at your PR doorstep with a patent-infringement claim – Michael Lasky

By [davisgilbert](#) on August 15th, 2011

There are two reasons for the sharp uptick in the number of patent claims against PR firms. First, there has been a significantly increased amount of digital-based work that PR firms are doing for their clients. Second, there has been an increase in the number of companies aggressively using patents in the digital age. If an infringement claim has yet to happen to your firm, consider yourself lucky. In fact, this author has handled no fewer than 10 such claims for PR firms in the last six months alone.

A patent typically protects a new invention and grants a 20-year monopoly to its owner, preventing others from using or exploiting it. There are also business method and software patents. These protect methods of doing business or software processes. Sometimes such patents extend to what PR agencies consider basic website functionalities. In many cases, PR firms have been targeted because their communications work typically includes building digital channels for clients, such as websites and social media platforms. PR firms may unwittingly be infringing on one or more software or business method patents when they perform these digital services for clients. For the full article, click [here](#).