

## An Unconventional Approach

Panagos Kennedy PLLC advises business leaders on developing and executing strategies to achieve specific objectives.

Attorneys Bill Panagos and Linda Kennedy understand business and technology law. Before starting their own firm, they served as in-house counsel for Fortune 100 companies. Their insight and business acumen attracts corporate decision-makers seeking creative solutions to sophisticated issues.

“We understand how to manage constraints companies are dealing with to obtain the results they are looking for,” says Panagos.

“We are not here to tell our clients no,” adds Kennedy. “We are here to find a pathway to yes.”

The firm’s clients include innovators and creators who run businesses in turbulent times. A perfect example is North American Metals Corp. Its CEO Kenan Rudnick, pictured with Panagos and Kennedy, regularly collaborates with the firm on overcoming industry-wide obstacles to achieve results for the company and its people.

A clear understanding of clients’ business goals helps Panagos and Kennedy best advise these clients in their specific markets. They advise clients throughout the life of their business, beginning as early as the inception of a business concept or a new product idea. Clients then rely on the partners to serve as their everyday counselors on everything from business transactions, such as mergers and acquisitions, to intellectual property litigation.

### WISDOM BREEDS SUCCESS

With expertise in preserving intellectual property rights, Panagos and Kennedy are well versed in assisting clients who are pivoting their business to include government contracts. These lawyers protect their clients’ data rights and software in their agreements with the U.S. Department of Defense and prime contractors.



“We help clients develop strategies to prevent competitors from getting ahold of their technical data,” says Kennedy. “This helps them avoid selling the present at the expense of their future.”

At Panagos Kennedy, an innovator’s technology is viewed as the core of a client’s business and is vigorously safeguarded. This includes enforcement. The partners thoroughly investigate any infringement or misappropriation. Depending on what they learn and their clients’ specific goals, they take action. The firm has a history of success in litigating the Patent Statute and the Defend Trade Secrets Act in federal court.

“It takes out-of-the-box thinking,” says Panagos. “We help our clients execute a tailored strategy to accomplish their business objectives and avoid stepping in the minefields along the way.”

The partners continue to build long-term relationships with their clients by creatively shepherding them through their complex legal and business issues. “We guide clients through the business and bumps in the road,” says Kennedy. “We know their industries and are effective at helping them through the maze.”

