

'The Name Behind the Names' Of Leading Companies Nationwide

Michigan Legal Profiles

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Carlson, Gaskey & Olds

In July 2000 Carlson, Gaskey & Olds was a brand new firm name. And while CGO is not yet a household name, its typical client certainly is. CGO represents clients from *Fortune* 500 corporations to individuals in all aspects of intellectual property law including high stakes litigation.

"We are the name behind many of the names you know," says partner David Gaskey. "When you see a Carrier air conditioning unit or step onto an Otis elevator or escalator, chances are we have obtained patents on several features that make that product a success in the market."

Companies like Carrier and Otis Elevator recognize that quality and innovation drive success in the marketplace. When they look for quality representation to protect their intellectual property, they rely on CGO.

Representing big-name companies is a way of life at CGO. You have undoubtedly read about more than one of its clients in *Forbes*, *The Wall Street Journal* or other prestigious publications. Michigan-based companies like automotive supplier ArvinMeritor (ARM) and Masco Corporation (MAS), one of the largest suppliers of brand name home products, are on its client list, along with others around the country, such as jet engine manufacturer Pratt & Whitney and telecommunications innovator Alcatel-Lucent (ALU).

Gaskey notes that CGO is one of only five firms in the United States approved to represent United Technologies (UTX) before the United States Patent Office. "It is an indicator of the quality we provide," he says.

CGO has earned the trust and loyalty of sophisticated clients like these by providing top-notch quality service at a competitive price. As partner John Carlson says, "Most of our work is for companies that have in-house counsel who recognize quality when they see it. We provide the level of representation they require within the tight budget constraints most legal departments are facing."

The firm's no-nonsense approach and ability to structure its fees to meet a client's needs have galvanized the longstanding and mutually beneficial client relationships that are its lifeblood.

The firm's dedication to always providing the best possible service has contributed to its being repeatedly included



on *IP Law & Business's* listing of the top intellectual property firms in America.

When asked whether the firm has a positive outlook given Michigan's economy, partner Ted Olds responds, "We are uniquely positioned to represent businesses that are trying to cut costs yet still need to protect their intellectual property in order to maintain or increase their market share. In this economy, everyone wants to get more for their dollar. Companies that are used to paying the higher rates charged by typical New York or Chicago firms can turn to us to help them grow a quality IP portfolio even if they have a shrinking budget."

CGO represents clients from coast to coast. Regardless of the client's name or what the matter requires, the firm's dedication and tenacity are consistent. "We select our clients carefully, identifying those that are sophisticated and willing to make the commitment to protect their intellectual property," Gaskey says. "By choosing to represent only first-class clients, we are able to focus on what matters most: providing the kind of service smart business people desire — and should expect — from their intellectual property counsel."

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