

Des Moines innovators

Zarley Law Firm

Preserving and Protecting Intellectual Property

As Seen In... Inc., June 2009

Donald Zarley liked helping the “little guy.” The Des Moines law practice he began over 50 years ago continues that spirit today in the hands of his son, Tim, and three other associates at Zarley Law Firm. Tim Zarley sees their work as among the most important tasks one can handle for the small business or inventor: protect their intellectual property.

Zarley says the vitality of the firm can be summed up in a stanza from a book of poetry his late father wrote after he became one of the country’s leading intellectual property attorneys. Zarley quotes the eulogy to a friend: “Working, not playing, was his best game/ For working was playing for him/ Helping folks out and minding the store was pleasure full to the brim.”

The “minding the store” ethic lives on at the Zarley Law Firm, which specializes in the breadth of intellectual property issues including trademarks, patents, foreign protection and IP litigation. The firm can develop, protect, capitalize or enforce the ideas of the first-time inventor or the large corporation.

Zarley says it is critical for entrepreneurs and businesses to protect their intellectual property as soon as possible. “In the early stages there are a lot of things we can do that are vitally important and not very expensive, such as patent searches and freedom-to-use opinions. That can save clients a lot of money down the road.”

Zarley also notes problems can come up when the experts aren’t called in. “Sometimes businesses rely on general practice attorneys who don’t deal with intellectual property on a daily basis. We do it day-in and day-out.”



Tim Zarley

Zarley Law also aids the budding inventor. “A lot of people come in with a good idea, but don’t have any clue what to do next.” Zarley says. The firm can connect a client with resources to help with venture capital, licensing issues or business incubators.

Zarley is efficient at dealing with the complicated patent process. Again, Don Zarley showed the way. “My father became so productive at doing this. He drafted over 3,000 patent applications,” Zarley says. “He taught me a procedure that I taught our associates. It allows us to get to the meat of a patent application more quickly and efficiently.”

It adds up to a creative, forward-thinking approach guiding clients through each step of the intellectual property law process. As Tim Zarley puts it: “We follow the boiler plate philosophy of my father for all clients, big or small. ‘Do a quality job, timely and quickly. And do it economically.’”

Practice Areas

- Patents
- Trademarks
- IP Litigation
- Foreign Protection

Zarley Law Firm, P.L.C.

Capital Square
400 Locust Street, Suite 200
Des Moines, IA 50309
515-558-0200
Fax: 515-558-7790
www.zarleylaw.com