



# Trademark

It is essential that businesses enforce and protect their trademarks. A trademark is an extremely valuable business asset.

We advise clients on all aspects of trademark law, including selecting a mark, trademark clearance searches, trademark applications, renewals, oppositions and appeals to the Trademark Trial and Appeal Board (TTAB), before the World Intellectual Property Organization (WIPO) and internationally. We also counsel clients on licensing matters including drafting and review of license agreements. We have experience prosecuting and defending trademark infringement claims and related Lanham Act unfair competition issues. We possess extensive experience with trade secrets, non-competition agreements, trademark, and unfair competition litigation. Our IP litigators capably resolve trademark issues in state and federal courts across the country.

Our IP attorneys are responsible for hundreds of trademarks before the U.S. Patent & Trademark Office. We also serve as primary counsel for trademarks filed around the world through local associates. Similarly, our experience includes a large volume of U.S. trademark claims, oppositions and cancellations (whether or not filed with the TTAB as well as experience in state and federal courts, and before the International Trade Commission.

Virtually every business has established a website. Protecting that web site and avoiding trademark pitfalls is essential to the smooth operation of the site and the business. We advise clients with respect to the acquisition and protection of domain names, counseling them with regard to trademark issues arising in the Internet context.

In an effort to minimize a client's exposure to claims of infringement and to assist in the institution of best practices, we conduct intellectual property audits. An audit entails a full review a client's intellectual property assets and makes any necessary recommendations to assure (a) that those assets are protected and (b) the client is not at risk of infringing another's intellectual property rights.

## AREAS OF CONCENTRATION

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Copyright

Privacy, Cybersecurity & Data Protection

Trade Secrets

Trademark