

# Trademarks

We provide an array of services to clients concerning selection, clearance, registration (both United States and international) and enforcement of trademarks and service marks. We assist clients in analyzing potential new marks, prosecuting registration applications with the United States Patent and Trademark Office (USPTO) and overseeing the prosecution of registrations in foreign countries. Our services include branding, opinions of counsel, trademark portfolio development and management, and domain name counseling. We also draft and negotiate trademark licenses, private label agreements, co-branding agreements and other agreements relating to [licensing and technology transfer](#) and other [technology transactions](#). We also provide advice and counseling regarding the Anticybersquatting Consumer Protection Act (ACPA) and other state and federal laws applicable to [Internet and e-commerce](#).

## Representative Matters

We have responded to USPTO office actions to secure trademark registration for clients in numerous industries, including medical devices, financial services, and software-as-a-service.

We have prosecuted and defended a variety of trademark opposition and cancellation proceedings in front of the USPTO's Trademark Trial and Appeal Board for clients that included a winemaker, a developer of a popular smartphone app, and a manufacturer of gluten-free food products.

We actively manage international trademark portfolios for pharmaceutical, software, and food industry clients, among others.

We have developed branding strategies for start-up companies in developing industries.

We frequently advise and secure federal service mark protection for financial services clients, including investment adviser clients.

## News & Insights

### 9.1.15 / Articles

#### On Trademarks

In the coming days, the long-standing IP fight between Apple and Samsung will finally arrive...

ABTL Report Northern California

### 5.25.15 / Articles

#### TTAB Determination of Likelihood of Confusion May Have Preclusive Effect

It is not every day the Supreme Court gives trademark practitioners the chance to call...

American Bar Association IP Litigation Blog

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