
Trademarks

Shartsis Friese's Trademark team helps clients build, protect and enforce brand identity in a competitive global economy.

Protecting Brand Value from Concept to Marketplace

Your brand is one of your most valuable assets. We partner with emerging ventures and established enterprises alike to secure and strengthen trademark rights, from initial selection and clearance through registration, licensing and enforcement.

Strategic Trademark Selection and Clearance

We guide clients through the process of choosing strong, distinctive marks that align with business goals and minimize legal risk. Our attorneys perform comprehensive clearance searches and advise on potential conflicts, ensuring that clients move forward confidently with brands that are both marketable and defensible.

U.S. and International Trademark Registration

We handle all aspects of trademark prosecution before the United States Patent and Trademark Office (USPTO), including responding to Office Actions and representing our clients at the Trademark Trial and Appeal Board (TTAB). We help our clients expand their brands internationally through Madrid Protocol filings and working with a trusted network of international counsel. Our experience spans from single-mark applications to complex global portfolios and multi-country enforcement strategies.

Portfolio Management and Brand Expansion

Our team manages domestic and international trademark portfolios for

RELATED ATTORNEYS

[Erick C. Howard, Partner](#)

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clients across technology, consumer goods, financial services and other industries. We develop long-term protection strategies that evolve with each client's growth. We can monitor for potential infringements, maintain renewals and manage assignments and recordations to preserve value through investment rounds, acquisitions and rebranding initiatives.

Licensing, Branding and Co-Marketing Agreements

Shartsis Friese attorneys draft and negotiate a broad range of brand-related agreements, including trademark and service mark licenses, co-branding and private-label agreements, strategic alliances and joint development arrangements. We structure these transactions to expand brand reach while maintaining ownership and quality-control safeguards required under U.S. trademark law.

Online Brand Protection and Domain Name Counseling

Our practice extends to domain name strategy and enforcement. We counsel clients under the Anticybersquatting Consumer Protection Act (ACPA), represent them in Uniform Domain Name Dispute Resolution Policy (UDRP) proceedings, and advise on social media and e-commerce brand protection. We help companies maintain consistency between traditional trademark rights and their online presence to safeguard brand equity in digital markets.

Representative Matters

- Managed trademark portfolios for numerous companies, large and small, including a global supplier of hardware and fastening systems; a publicly traded medical device company specializing in neurovascular technologies; a Silicon Valley-based manufacturer of high-performance network equipment; and a nonprofit organization dedicated to community, art, and cultural expression.
- 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 local restaurant chain, a developer of a popular smartphone app, a medical device manufacturer, a large computer network company, and a small foreign manufacturer of gluten-free food products.
- Provided a detailed, phased strategy for trademark protection and expansion for a large public company.

- Advised an eyewear company in trademark clearance, risk assessment and registration strategy for adoption of a new global brand logo, ensuring freedom to use and protection against infringement claims.
- Represented a client in negotiating and drafting a trademark license agreement permitting use of its well-known brand within a virtual-reality simulation environment.
- Represented a wine industry client in connection with fair use rights involving vineyard name used in marketing and labeling.
- Advised a visual artist regarding fair use rights and intellectual property protection for original works depicting subject matter that itself was capable of IP protection.