

TRADEMARKS & COPYRIGHTS

MAXIMIZING ASSETS

The power of a strong brand image to instantly distinguish an organization from its competition makes protecting and strengthening brand identity a critical mission for every organization. With roughly 15,000 marks under management, and experience monitoring registrations and applications in more than 100 countries, Nixon Peabody's Trademarks & Copyrights team knows how to help organizations exploit the full potential of their brands in both the U.S. and abroad.

Serving a diverse range of clients

Our clients range from start-ups to industry leaders, and are involved in virtually every field of commerce, including advertising, banking, food services, automobiles, cosmetics, home furnishings, music, photography, sporting goods, and wine.

Our team is part of the firm's Intellectual Property Practice, which is ranked among the nation's top IP practices. We listen closely to clients and define success by how well we meet their needs, and we provide seamless service across locations.

We also serve a diverse range of service providers and foreign companies that have developed, or are planning to develop, brand interests in the U.S. Knowing that it's important for clients to stay up-to-date on the changing regulations that govern brand identity, we regularly communicate with them about relevant developments and offer periodic seminars.



Comprehensive services

Our objective is to help your organization differentiate its products and services in the marketplace. If you already have brand assets, we can help assess the effectiveness of current efforts to manage them and suggest ways to maximize long-term performance. Our services include:

- Evaluating the availability of a trademark, service mark, slogan, or trade dress that will become the client's brand in the U.S. or any other country
- Securing rights in and protecting a brand by clearing it for use and applying to register the brand as a trademark or service mark in the countries where clients do business
- Counseling on the use of a brand as a domain name and other Internet issues
- Monitoring for brand conflicts
- Counseling on proper brand usage
- Managing and valuing global trademark portfolios
- Licensing and transaction strategy
- Defending brands against infringement through litigation or alternative dispute resolution.

Licensing and franchising

We have extensive experience supporting clients who license their trademarks, service marks, and/or other proprietary symbols. When brand issues arise in a franchise setting, we can provide immediate access to attorneys who understand the complex laws governing franchise operations in the U.S. and abroad.

Litigation and dispute resolution

Our litigators are highly skilled at protecting clients' brands when they are infringed. We have handled trademark infringement cases for a diverse range of trademark owners, including industrial manufacturers, wineries, software and automotive companies, health care providers, and medical device manufacturers. We handle trademark and service mark disputes in federal and state courts, as well as before the Trademark Trial and Appeal Board of the U.S. Patent and Trademark Office, and U.S. Customs.

International capability

We act as U.S. counsel in IP matters for companies in Europe, Asia, North America, and South America, and we help U.S. companies secure IP rights abroad through an extensive network of counsel in foreign countries. International services include foreign trademark, copyright, and patent filing and maintenance; license negotiations; preparation of joint venture agreements; oppositions and litigation; and arbitration of all rights and agreements.

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ABOUT NIXON PEABODY LLP

At Nixon Peabody, we see 21st century law as a tool to help shape our clients' futures. We are constantly thinking about what is important to our clients now and next so we can foresee obstacles and opportunities in their space and smooth the way. We work together to handle complex challenges in litigation, real estate, corporate law, intellectual property and finance anywhere in the world.

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