



Trademarks, Copyrights & Trade Secrets

Trademarks

In today's experience economy, we understand that intrinsic value in brand equity sets a company apart from the competition and creates significant value. With deep experience in U.S. and international trademark law, our IP lawyers have cleared, registered, and managed thousands of domestic and international trademarks, registering 299 international trademarks in the past year alone. We manage and expand domestic and foreign trademark portfolios and protect our clients' trademarks through opposition, cancellation and ICANN proceedings, and litigation in state and federal courts.

Copyright

Our copyright lawyers handle all aspects of registration, counseling, and litigation across a broad range of sectors including advertising, architecture, artwork, entertainment, literature, software, technology, toys—and much more. We help our clients, including Fortune 100 corporations, software companies and individuals, secure copyright protection for their valuable works, handle copyright issues in complex transactions, and structure cutting-edge licensing arrangements. Because our attorneys are experienced copyright litigators, we bring powerful insight to counsel clients about their copyrights, and when necessary, prosecute copyright infringement cases in federal courts.

Trade Secrets

We help our clients identify and protect their trade secrets and other valuable intellectual property assets. Our nationally-acclaimed IP and labor and employment lawyers are bullish about maintaining and protecting trade secrets and other proprietary information from theft by employees or competitors. We conduct

KEY CONTACT

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FOCUS AREAS

Portfolio Management
Trademark Prosecution

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Intellectual Property Litigation & Enforcement
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Trademarks, Copyrights & Trade Secrets
Commercial & Technology Transactions
Cybersecurity & Data Privacy
Advertising & Social Media
Life Sciences & Biotech

trade secret audits, prepare confidentiality and employee agreements, provide strategies for internal protections, and assess proprietary assets for trade secret or other intellectual property protection. We design protection programs to avoid trade secret misappropriation before it occurs. Our litigators prosecute trade secret cases and aggressively protect these valuable assets to prevent misuse of trade secrets, challenge contractual breaches, and seek court-sanctioned relief.

EXPERIENCE

- Regularly advise The Nielsen Company regarding the control and licensing of its rating estimates through the internet and traditional media.
- Monitored hundreds of registered domain names comprised of Motorola trademarks as well as active websites making use of Motorola trademarks, and assisted in the enforcement of Motorola's rights through appropriate legal mechanisms, including ICANN dispute processes.
- For General Growth Properties, monitored the registration of domain names comprised of the names of its over 150 shopping malls, and successfully initiated ICANN proceedings when necessary to retrieve the domain name.
- Advised Sears regarding the scope of its rights in its famous DIEHARD, CRAFTSMAN and KENMORE marks, and then designed an effective strategy to identify infringing uses of these marks in the web and in domain names. This involved prioritizing the level of infringing conduct and taking appropriate action through demand letters, infringement actions and ICANN proceedings to prevent the erosion of Sears' rights in its marks.
- Regularly advise McDonald's regarding policing its trademark rights in its marks.
- Regularly advise McDonald's regarding patent, trade secret, and copyright matters involving their point of sale systems and other technologies.
- Manage and regularly advise TransUnion LLC regarding all of its intellectual property matters.
- Represented national dental insurance program in all matters relating to the use and exploitation of its service marks, including establishing its licensing procedures.
- Regularly represents clients on issues relating to disseminating intellectual property and conducting promotional activity over the Internet.
- Represented well known electronics company in negotiating resolution of trade secret misappropriation issues focusing on conduct of its former technical representative.
- Represented prominent fashion retailer in negotiating the termination of several distributorship agreements conveying exclusive distribution rights for signature perfumes.



- Represented a large security business in negotiations for the division and sale of its trademarks for \$10 million dollars.
- Regularly advise clients in the acquisition, sale or merger of business with respect to the sale or conduct of due diligence relating to intellectual property rights.
- Represented a window manufacturer in protecting and licensing its redesigned and proprietary product line.