

## **TRADEMARKS: COUNSELING, PROSECUTION AND PRACTICAL BUSINESS SERVICES**

### **OVERVIEW**

A company's need for trademark services evolves with the growth of its business and is affected by the nature of the technology, the industry, the economy, consumer reaction, and competition. Trademarks and their associated goodwill are among our clients' most valuable assets and a part of the daily business landscape of manufacturers, merchants, and consumers.

BCLP offers a full range of legal services in all aspects of brand management and protection on a global basis. We assist clients in obtaining, maintaining, and enforcing trademark rights throughout the world.

### **TRADEMARK IDENTIFICATION AND SELECTION**

Products, services, and corporate identities are built on trademark rights. Identifying those rights, whether traditional – word, word and design, logo, slogan – or novel – trade dress, product shape, color, sound, motion, scent – is a continuing process as a business grows and consumers come to view a mark as indicating a single source. BCLP provides counseling and direction to clients to identify and protect these rights at every stage.

### **TRADEMARK CLEARANCE**

We provide trademark searching and counsel clients on branding strategies, registration, use, and enforcement of their proposed and adopted marks. We provide a range of alternative searching options for selecting and clearing marks for adoption and use, as well as for anticipating potential obstacles to registration and minimizing litigation risks.

### **TRADEMARK PROSECUTION**

Our attorneys prepare and file applications, respond to office actions, record assignments, and maintain registrations.

## **GLOBAL TRADEMARK PORTFOLIO MANAGEMENT**

We help companies launch and develop their brands domestically as well as in foreign jurisdictions. We provide tailored, business-oriented, cost-effective global brand management and strategy advice to help clients meet their business goals.

Our firm works with clients on the cross-border expansion of their trademark rights as well as in filing and managing applications and registrations in single or multiple jurisdictions. Our clients have thousands of marks filed in jurisdictions across the globe.

In addition to our U.S.-based team, BCLP's multi-jurisdictional trademark practice includes experienced IP lawyers based in Europe. We offer a full range of trademark services in all matters before the European trademark office (the Office for Harmonization in the Internal Market - OHIM) and the German Trademark and Patent Office, as well as advice on trademark piracy matters and actions against counterfeiters in the European Union. We also handle trademark prosecution and enforcement work under both the Madrid Protocol and the Madrid Agreement and advise on IP aspects of NAFTA, WTO, and TRIPS.

BCLP's trademark team works closely with a network of IP professionals in more than 150 jurisdictions worldwide to service the global needs of clients in trademark protection.

## **TRADEMARK LICENSING**

We handle a full range of trademark licensing, acquisition, and transfer services, including in the context of:

- Content and brand licensing
- Co-branding and cross-promotion
- Consent-to-use
- Multi-level distributorships
- Internet
- E-commerce

## **CORPORATE TRANSACTIONS**

Our trademark team assists clients with intellectual property audits, intellectual property due diligence, transfers of ownership, and granting of security interests in connection with mergers,

acquisitions, and investments.

## **DOMAIN AND INTERNET MATTERS**

We advise clients on “best practices” to reduce the risks associated with doing business online, including designing and implementing strategies to avoid intellectual property-related liability, drafting and negotiating Web development, Web hosting, co-location, linking, domain name purchase, advertising, and similar Internet-related business agreements, and drafting privacy policies and terms and conditions of use for Web sites. We have represented Internet retailers, auction sites, business-to-business marketplaces, subscription-based online services, software vendors, investors, and industry associations.

Our attorneys also handle cross-border agreements and counsel clients on cross-border issues in connection with interactive Web sites, Internet trading, and data privacy.

## MEET THE TEAM



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## RELATED PRACTICE AREAS

- Food & Agribusiness
- Entertainment & Media
- International Trade

## RELATED INSIGHTS

News

Apr 01, 2024

**BCLP Recognized as a Leading Trademark Group by World Trademark Review**

Awards

November 4, 2021

**U.S. News - Best Lawyers® 'Best Law Firms' 2022**