

International Trademark & Clearance

Polsinelli's Intellectual Property Department includes a cross-functional team of trademark attorneys who serve our clients' trademark needs worldwide. Our attorneys advise clients through the registration and protection of a brand's name, logo or trademarks. Polsinelli's trademark and clearance attorneys provide clients with extensive experience and knowledge to ensure each client's brand and reputation are protected while providing comprehensive strategies in venues worldwide, all within a single law firm, including:

- Trademark Clearance and Risk Analysis
- State and Federal Trademark Registrations
- Worldwide Trademark Portfolio Management
- Opposition and Cancellation Proceedings before the Trademark Trial and Appeal Board
- Trademark Enforcement
- Litigation and Defense

Clients regularly call upon our team to serve as international counsel and advise on intellectual property matters and strategies across multiple jurisdictions worldwide. Our trademark attorneys are familiar with international clients' cultures and their corporate needs through our representations and relationships so that we can serve international clients better. In addition, we engage with the international community via direct interaction with clients from across the world and through our extensive network of international law firms.

Our team maintains relationships with foreign associates across the world and these relationships ensure we remain on top of the latest developments within the international marketplace. Our attorneys regularly meet with and partner with our foreign associates to create the worldwide portfolios that our clients demand. Similarly, many foreign associates seek our attorneys' national competence for their clients' trademark registration and enforcement strategies in the United States, and we have a breadth of experience partnering with clients' foreign associates to execute their international trademark strategy. Our comprehensive approach helps clients maximize their trademark portfolios and advance their business objectives.

Clients find that Polsinelli speaks their language. Our team's diverse backgrounds and skillsets allow us to communicate with our clients in their native tongue, establish connections through shared backgrounds and perspectives, and leverage our insight and technical prowess. We guide them through their most complex issues and work daily to support our clients' comprehensive needs abroad.

Matters

- Represented Sanford in numerous actions, successfully enforcing trademark/trade dress rights in SHARPIE markers. Obtained favorable judgments or settlements in all cases. Sanford, L.P. v. Triple Dragon et al.; Sanford, L.P. v. East Ameroasis Import, Inc., et al.; Sanford, L.P. v. Kole Imports, Inc.; Sanford, L.P. v. Illinois Industrial Tool, Inc. d/b/a JMK-IIT, Inc. and d/b/a JMK Sales; Sanford, L.P. v. Davro Products, Inc.; and Sanford, L.P. v. Economy Pencil Company, Incorporated a/k/a Economy Pen & Pencil Company, d/b/a www.jo-bee.com.
- Represented market-leading billiards company in trademark infringement and dilution action. Brunswick Bowling & Billiards v. H. Betti Industries, Inc. d/b/a Imperial International.
- Represented nutraceutical distribution company in defense of dispute regarding trademark infringement and defamation. Derek W. Cornelius and SI03, Inc. v. Protein Customizer, Inc.
- Represented Thermos in trademark infringement, dilution and cyberpiracy action. Thermos L.L.C. v. B2M2 Systems, LLC.
- Represented Irwin in trademark declaratory judgment action involving blue-handled tools. Irwin Industrial Tools, Inc. v. Estwing Manufacturing Company, Inc.
- Represented Sanford in trademark and domain name dispute regarding sanford.com. Sanford, L.P. v. Sanford Consulting, Clive Sanford, and Kyle Cole.
- Represented drug diagnostics companies in trademark dispute regarding VIRCO. Virco Pharmaceuticals, LLC and Virco Pharmaceuticals, Inc. v. Virco Group, N.V. and Virco Lab, Inc.
- Represented defendants in trademark infringement dispute involving JUICY trademark. BBK Tobacco & Foods v. Juicy eJuice et al.
- Represented defendant in trademark infringement dispute involving ASCENSION trademark. Ascension Health Alliance v. Ascension Insurance.
- Represented Rubbermaid Commercial Products in trademark infringement dispute involving BRUTE trademark. Rubbermaid Commercial Products v. Brute Outdoors.
- Represent plaintiff in trademark infringement dispute involving PATHWAY trademark. Pathway Senior Living v. Pathway Senior Living.
- Rubbermaid Commercial Products LLC v. Brute Outdoors, LLC (W.D. N.C., Civil Action No. 3:14-cv-435).
- Exmark Manufacturing Company Incorporated v. Shakespeare Company, LLC, Cancellation No. 92067289 (TTAB 2017).
- Peace & Love Brands, Inc v. The Yankee Candle Company, Inc., Cancellation No. 92066292 (TTAB 2017).
- Brighton Collectibles, LLC v. Pure Fishing, Inc., Opposition No. 91227789 (TTAB 2016).
- Rubbermaid Incorporated v. Matthew L. Berger, Opposition No. 91230113 (TTAB 2016).
- Invicta Watch Company of America, Inc. v. Sobral Invicta, Opposition Nos. 91224992 and 91224997 (TTAB 2015).
- Graco Children's Products Inc. v. Leachco, Inc., Opposition No. 91218483 (TTAB 2014).
- Rubbermaid Commercial Products LLC v. Brute Outdoors, LLC, Opposition Nos. 91216569, 91216570, and 91216668 (TTAB 2014).
- Newell Operating Company v. Anji Zoy Artwares Co., Ltd., Opposition No. 91215275 (TTAB 2014).
- Graco Children's Products Inc. v. Beneville Holdings, LLC, Opposition No. 91213282 (TTAB 2013).
- Represented leading magic supply company in defense of dispute regarding trademarks. Yigal Mesika v. Penguin Magic, Inc. et al.