

# Trademark Clearance & Prosecution

At Polsinelli, we understand the pivotal role that trademark prosecution and clearance play in protecting our clients' investments in branding and marketing. A strong and legally protected trademark not only helps establish a brand's identity and reputation, but also serves as a deterrent to potential infringers.

Polsinelli attorneys guide clients not only through obtaining a trademark registration which provides a competitive advantage in the market and can increase the value of a brand but also assist with the trademark clearance process which is essential to avoiding costly legal disputes and ensuring that a brand's mark is not infringing on the rights of others. The clearance process involves researching existing trademarks to determine if there are any conflicting marks, as well as evaluating the mark's distinctiveness and its potential to cause confusion with other marks in the same industry. Polsinelli attorneys understand that a thorough clearance search can help avoid costly legal disputes and ensure that the brand's mark is legally protectable.

The trademark prosecution process is also a critical component of brand protection. Polsinelli trademark attorneys ensure that trademark applications are accurate, complete, and properly supported to increase the chances of obtaining a registration. A strong trademark prosecution strategy can also help ensure that a brand's mark is not challenged by others during the examination process, or in the future through oppositions or cancellations. Proper trademark prosecution and clearance can ensure that a brand's mark is protected and secure, allowing for continued investment in the brand's growth and success.