

Trademark, Copyright & Branding

At Polsinelli, we are focused on understanding and meeting clients' immediate and long-term trademark, copyright and branding needs. We partner with our clients to understand their particular business needs and goals, and put together a team that will best position clients to meet their objectives and ensure present and future success in the marketplace. Our services include strategic advice and guidance on trademark and copyright clearance, protection and enforcement, advertising and branding creation and analysis, Internet and domain name issues, and trade dress protection and enforcement, among others. We also advise clients regularly on licensing or IP asset acquisition or divestiture matters. Our diverse team of attorneys, paralegals, trademark specialists and docketing specialists possess a broad range of experience and billing rates and are ready to meet your needs. Our clients benefit from our business-focused collaborative approach, combined with a cost-effective team of experienced personnel to offer legal advice and guidance.

Our services include:

- State and federal trademark registration
- Worldwide trademark portfolio management
- Opposition and cancellation proceedings before the Trademark Trial and Appeal Board
- Trademark clearance and risk analysis
- Copyright registration
- Copyright clearance
- Trademark and copyright enforcement, litigation and defense
- Establish brand and policing guidelines
- UDRP proceedings
- Online enforcement

The group has received national recognition for this talent, most recently with a national Tier 1 ranking for Trademark Law in the 2025 edition of Best Law Firms.

Matters

- Managed 100% of trademark prosecution and enforcement work for a large Catholic health care organization for the United States and foreign matters.
- Successfully opposed or negotiated more than 10 Trademark Trial and Appeal Board settlements leading to increasing the strength of the social network client's various trademarked brands.
- Represented toy manufacturer in the negotiation of an endorsement deal where we had to also balance the rights/obligations of the client's licensor.

- Negotiated a licensing agreement with well-known toy company client while navigating litigation against a prior licensor and issues with tariffs.
- Obtained a judgment on a dilution claim against a Chinese manufacturer of products and worked with a multinational e-commerce company to take down offending listings.
- Successfully defended an attack on a client's registered trademark on the basis of genericness before the TTAB.
- Took an ownership dispute through oral argument and successfully canceled registrations before the TTAB on behalf of a popular food destination spot in Hawaii.
- Coordinated multiple international investigations into counterfeit operations leading to large-scale seizures of counterfeit products in the U.S., Asia and Europe for a cosmetic client, the IP holder of many brands.
- Brought several enforcement actions in the U.S. for our client, the largest privately held manufacturer of professional nail products in the world, including (a) receiving a court order against a cargo and freight company for transporting counterfeit products into the U.S. and (b) receiving a default judgment of more than \$1 million against various distributors and salons carrying and selling counterfeit products.
- Consistently remove bad faith domain squatters through UDRP proceedings from consumer facing retail clients to oil and gas clients.