



# Buchanan IP® - Trademark

**Your Trademarks are Valuable. They Deserve the Best Protection.**

We understand trademarks are among the most valuable assets you have because they convey the quality and distinctiveness associated with your brand.

## What You Can Expect

You can rely on us to be your trusted advisor, gaining a thorough understanding of your organization and building a foundation of support that will allow our team to guide you through every detail of trademark clearance, enforcement, licensing, litigation, portfolio management and anti-counterfeiting protection. There's no "one size fits all", so we are dedicated to working with you to find a team and support plan that benefits you.

## How We Can Help You

We have filed thousands of domestic and foreign trademark applications and are responsible for more than 17,000 active trademark registrations covering a vast number of industries. We can help you with:

### Trademark Selection, Clearance, Registration & Enforcement

- Trademark searching and clearance opinions in the United States and worldwide
- Filing, prosecution and maintenance of trademarks
- Portfolio management
- Trademark licensing
- Trademark disputes
- Judicial enforcement and litigation
- Trademark audits
- Watch services
- Worldwide opposition and cancellation proceedings
- Recording of trademarks and copyrights with U.S. Customs and Border Protection (USCBP)
- Coordination of International Trade Commission (ITC) investigations, U.S. federal court infringement proceedings, ICANN domain name proceedings and exclusion actions

## Managing Trademark Portfolios Worldwide

Managing international trademark portfolios can be challenging. We're here to assist you with developing the right strategies to tackle every aspect of U.S. and international trademark and domain name law – clearance, registration, maintenance and enforcement. Our knowledge of the legal and cultural nuances of protecting trademarks around the world enables us to provide you with a strong common-sense approach for protection and enforcement of your valuable assets.

## Trademark Monitoring, Enforcement and Litigation

We are prepared to protect your interests when settlement negotiations and alternative dispute resolution produce unsatisfactory results. We are highly experienced in handling trademark disputes, including trademark and trade dress infringement and dilution claims, counterfeiting, gray-market goods, domain name claims and licensing disputes. Our team has argued in administrative proceedings before the U.S. Patent and Trademark Office and the ITC, and federal and state courts at the trial and appellate levels. We have also represented clients in trademark disputes through the USCBP.

**17,000+**  
active trademark  
registrations

**80+**  
years practicing  
IP law

**250+**  
IP district court  
litigations in the last  
seven years

More than  
**25**  
Trademark  
professionals

**30+**  
IP litigators skilled in  
advocacy and  
technology

Trademark filings  
in more than  
**160**  
countries

## Our Clients

- Famous, publicly traded chemical and cosmetics company based in Japan.
- Global athletic apparel company based in Canada.
- Chemical specialty company.
- Biotechnology company developing life-extending products.
- Internationally followed sports entertainment company.
- Well-known American global investment company with operations in 16 countries across five continents.
- Twelfth-largest religious body in the world with a presence in 215 countries and territories.
- Global Fortune 500 power company, generating and distributing power in 15 countries.
- Privately held food manufacturing and packaging company with more than 16 U.S. and international brands.
- Global eye care, pharmaceutical, and retinal disease company.
- Provider of commercial and mortgage loan servicing and asset management services with operations in the U.S., Philippines, and India.
- Global specialty pharma company with worldwide operations.

## Meet Our Team



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