



## TRADEMARKS

A company's protection of its brand names and the goodwill they represent is critical to success in the marketplace. Our trademark practice includes protecting a company's marks, logos, color schemes, product packaging, and designs. We have extensive experience protecting the brands of companies relating to pharmaceuticals, medical devices, telecommunications, clean technology, and computer hardware and software. We have done the same for colleges, universities, and nonprofit institutions.

We guide our clients in cost-effective strategies for clearance of marks in their particular industries. The markets and the way the mark is to be used determine the level of searching that is warranted. Through our firm's extensive experience in performing such searches, you can feel confident that your adoption of a mark is in good faith and that the prosecution of the trademark through to registration will be streamlined.

Hamilton Brook Smith Reynolds prepares and prosecutes trademark and service mark applications for federal registration in the USPTO. Working with our select group of foreign law firms, we obtain registrations for our clients' trademarks throughout the world. Our substantial experience includes gaining community trademark registrations in Europe and international registrations under the Madrid Protocol. We also obtain U.S. registrations for international clients.

Our attorneys have extensive experience in contested trademark matters, such as opposition and cancellation actions in the USPTO. We also handle infringement actions and unfair competition actions in state and federal courts. Our firm concentrates on obtaining appropriate resolutions consistent with our clients' strategic goals.

Our trademark services include:

- U.S. and international trademark prosecution and registration
- Opinions on trademark adoption, infringement, and freedom-to-use
- Administrative proceedings, including trademark oppositions and cancellation actions
- Agreements relating to trademark licensing, concurrent use, and employee obligations
- Litigation in enforcing trademark rights against infringers or in defending continued use of a mark in the face of charges of infringement

We have obtained thousands of trademarks for our clients in areas such as pharmaceutical products, social media, Internet-enabled eyewear, telecommunications and mobile communication devices, operation management software, ticketing software, educational software systems, manufacturing control systems and components, environmental heating/cooling and water supply systems, extended-life battery systems, medical devices, and disease diagnostic tests. We also have branding for trade shows, restaurants, and colleges/universities. Among the consumer products that we have branded are food, beverages and candies, athletic and outdoor footwear and clothing, athletic and exercise equipment and accessories, video games, and musical instruments and recordings. In the area of nonprofit institutions, we have worked with educational and treatment centers for autistic children, women's shelter facilities, and programs for disadvantaged youth.

