

## Trademark & Brand Management

Greenberg Traurig's Global Trademark & Brand Management Practice truly partners with clients, providing cost-efficient and innovative brand-building guidance and strategies delivered in straightforward and understandable terms. We are one of the largest international trademark prosecution, portfolio management, licensing, litigation, and counseling legal practices in the world. By applying innovative and creative strategies, we help our clients obtain, monitor, enforce, defend, and leverage their valuable trademarks, copyrights, domain names, and trade dress.

### Strategic Legal Services to Develop and Protect Clients' Brands

Our team designs creative and effective strategies for clients to develop, maintain, and protect their trademarks and brands by:

- Providing a suite of legal services for trademark portfolio management, including searches, clearance and registration, preparation of trademark applications and post-registration documents, anti-infringement and anti-parallel trade counseling, and domain name registration and protection.
- Representing clients as plaintiffs or defendants in trademark litigation in the United States and abroad.
- Developing innovative IP strategies utilizing all IP areas, based on our specific, current worldwide knowledge developed over decades of doing business throughout the world and navigating the complexities of each country's legal and political systems.
- Working with our contacts at all levels – legal, political, law enforcement, and diplomatic – to help enforce and protect trademarks against unlawful copying, use, sales, distribution, import, export, or manufacturing, regardless of the country in which the event occurs.
- Drawing on our attorneys' particular knowledge in the areas of packaging, naming, sales, advertising, and marketing to counsel clients.
- Working with clients to create global anti-counterfeiting programs unique to their problems, goals and budgets, including targeted programs aimed at reducing the prevalence of sales in any country or continent.
- Implementing trademark licensing programs to build and strengthen brands.

### Top-Ranked Trademark Practice

- Named **Law Firm of the Year for Trademark Law** in the 2020 and 2022 editions of "Best Law Firms" by *U.S. News – Best Lawyers*®. Only one firm is named Law Firm of the Year for selected nationally ranked practice areas.
- Named a "**National Tier 1**" Law Firm for IP Litigation, Trademark Law, Patent Law and Litigation, Copyright Law, Technology Law, and Information Technology Law, *U.S. News – Best Lawyers*® "Best Law Firms" [2014-2022]
- **WTR 1000** – Greenberg Traurig attorneys are recognized as leading trademark individuals in addition to Greenberg Traurig having a leading trademark practice nationwide as well as in California, Georgia, Illinois, Minnesota, Nevada, New Jersey, and New York, *World Trademark Review* [2022]
- Ranked for **Trademarks: Non-Contentious (Including Prosecution, Portfolio Management and Licensing)** and for **Trademarks: Litigation**, *The Legal 500 United States* [2020]