



## Practice Areas

### Trademark

Trademarks are nothing less than your identity and brand in the marketplace. For many firms this can be an asset of almost incalculable value. Trademarks and Service marks are indispensable to establishing and maintaining the reputation of your firm, your products, and services, and your brand, and to providing the competitive distinction that puts your business over the top.

Our trademark practice encompasses the full panoply of what you need to create, register, maintain, license, and benefit from your trademark portfolio. Specifically, we assist clients domestically and around world in:

- Selecting what precisely to seek trademark protection for
- Researching and receiving appropriate clearance to ensure that your proposed trademark is not confusingly similar to another mark already owned by another firm
- Securing registration of your marks with state, federal and foreign trademark offices, and maintaining their effectiveness and validity
- Counseling you on managing your trademark portfolio
- Advising you on licensing your marks where financially beneficial and legally possible
- Defending your marks from infringement and dilution, including defending your firm against counterfeiting, grey market goods, false advertising, and “cybersquatting”

Our seasoned trademark lawyers can anticipate pitfalls and help you avoid them before they occur—when it’s most economical to do so. We have decades of experience in avoiding litigation by strategically planning in advance to navigate around hazards. But if litigation becomes necessary, you can count on our courtroom-savvy lawyers to be on top of the very latest decisions pertinent to your situation.

Your trademarks are among your most valuable assets; don’t they deserve the best possible care and handling?



## Industries Served

- Computer Hardware and Software
- Consumer Electronics
- Financial Services
- Green Technology and Energy
- Internet and e-Commerce
- Life Sciences & Biotechnology
- Lithium-Ion Batteries
- MEMS & Semiconductors
- Retailing & Apparel
- Start-Ups
- Toys & Games
- Universities, Research Institutions & Hospitals

## Professionals

### Partners

- Kenneth P. George
- Brian A. Comack
- Benjamin M. Halpern
- Anthony F. Lo Cicero
- Charles R. Macedo
- Richard S. Mandaro
- Chester Rothstein
- Max Vern

### Of Counsel

- Philip H. Gottfried
- Neil M. Zipkin

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- Eric M. Eisenberg
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- David P. Goldberg

### Associates

- Olivia Harris
- Thomas Hart
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