

# Buchanan IP® - Trademark

Your Trademarks are Valuable. They Deserve the Best Protection.

**Trademarks are among the most valuable assets you have because they convey the quality and distinctiveness associated with your brand. How well are you protecting your trademarks? No matter your industry, you can look to us to handle your most complex, high-stakes trademark matters.**

## How We Can Help You

Our award winning team of experienced trademark professionals is here to guide you through every detail of trademark clearance, enforcement, licensing, litigation, portfolio management, and anti-counterfeiting protection.

### Trademark Selection, Clearance, Registration & Enforcement

We have filed thousands of domestic and foreign trademark applications and are responsible for more than 9,000 active trademark registrations covering a vast number of industries. We can help you with:

- 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.

**9,000+**  
active trademark  
registrations

More than  
**15**  
Trademark  
professionals

**80+**  
years practicing  
IP law

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

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

Trademark filings  
in more than  
**90**  
countries

## ADVANCING OUR CLIENTS' GOALS

### A Domain Name Case that Clarified the Lanham Act

We handled the first domain name case to decide that in rem and in personam actions may not be brought simultaneously under § 43(d) of the Lanham Act.

### Successfully Shutting Down a "Gray Market" Infringer

Our attorneys represented one of the world's largest manufacturers of agricultural, construction, forestry, and lawn care machinery and diesel engines in a complex case involving "gray market" and other imported goods infringing on the company's well-known trademark and trade dress, resulting in exclusion and cease-and-desist orders.

### Former Licensees: Beware of Continued Use

We represented an international energy company, the trademark holder, in an action against a former licensee for infringement of various marks. A U.S. District Court entered a consent order requiring the former licensee to change its trademarks and trade names.

### True Relief for False Advertising

We will not stop working to get the best results for our clients. In a false advertising case concerning pharmaceutical products, the original jury award was a sweet victory, but we did not stop there. We convinced a federal judge that the defendant's false advertising was willful. The judge tripled the original jury award, awarding millions in damages to our client.