

Trademark and Trade Dress

The integrity of a company's brand depends on effective trademark protection. Having litigated on "both sides of the v," our attorneys know what it takes to succeed in defensive and offensive trademark and trade dress litigation.

We have protected some of the best-known brands in the country and advised start-ups of litigation risks and brand development. Our understanding of trademark and trade dress rights, our strategic approach, and our skill at trial make us a force to be reckoned with. That is why Fortune 500 companies across a range of industries—including consumer products, fashion, retail, manufacturing, and financial services—regularly choose Willenken to handle their trademark disputes.

We work with our domestic and foreign clients to define trademark enforcement goals, then develop brand protection strategies to implement those goals. We have engaged watch services to police our clients' marks and notify them of potential infringers in the marketplace. Often, early notification of potential infringers allows us to quickly, and favorably, resolve disputes on behalf of our clients. In addition, when a trademark application or registered trademark are similar to our clients' marks, we have significant experience with opposition and cancellation proceedings before the U.S. Trademark Trial and Appeal Board, and through partner firms and agents globally.

Robust brand protection strategies can require taking disputes to court—our depth of trial experience allows us to zealously protect client brands. We have handled suits asserting trademark infringement, trademark dilution, unfair competition, trade dress infringement and false advertising claims under the Lanham Act and state statutes. We have also secured temporary restraining orders and preliminary and permanent injunctions, and helped refine trademark law in the Ninth Circuit. These comprehensive results on behalf of our clients built our strong reputation as formidable trademark attorneys.

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