



**We understand that trademarks are a critical asset of every business, and our focus is to provide comprehensive, practical advice aimed at developing, expanding, and enforcing this valuable asset.**

Our team of transactional trademark attorneys, including a North Carolina State Bar Board Certified Trademark Specialist, routinely advises and counsels clients regarding the creation, protection, and enforcement of trademarks. We have prosecuted thousands of trademark applications around the world, and serve as attorneys of record for many well-known brands.

Our transactional trademark team provides a full-range of counseling and transactional trademark services including:

- The selection, clearance, and protection of trademarks, service marks, trade names, collection marks, and certification marks
- The preparation and prosecution of domestic and international trademark applications
- Trademark portfolio management (domestic and international)
- Counsel regarding trademark usage, protection, and enforcement programs, including U.S. Customs Service registrations
- Trademark portfolio audits
- Due diligence in corporate acquisitions involving trademarks
- Domain name and Internet strategies
- Preparing, negotiating, and counseling regarding trademark licenses, consent agreements, coexistence agreements, and other trademark related documents

Our IP litigation team provides a full-range of trademark litigation services including:

- Trademark infringement, false advertising, and unfair competition disputes in federal and state courts
- Prosecution and defense of oppositions, cancellations, and appeals before the Trademark Trial and Appeal Board of the U.S. Patent and Trademark Office
- Prosecution and defense of domain name proceedings under the Uniform Domain Name Dispute Resolution Policy (UDRP) and similar policies
- Prosecution and defense of trademark licensing disputes in state and federal courts
- Coordination of multistate and international enforcement and defense actions