



# Trademarks

Smart business owners understand that their trademarks, trade names, trade dress, and service marks are incredibly valuable assets, and are what differentiate them from their competitors. These indicators of source speak to an organization's reputation, quality, and brand.

COJK's trademark practitioners understand the importance of selecting a strong mark for which a business is identified, and we provide clients with the experience and creativity necessary to secure a distinctive mark that helps to build an organization's brand. Our attorneys assist clients in obtaining protection of trademarks, trade names, trade dress, service marks, and domain names, as well as with the licensing, defense, and enforcement of these valuable IP assets in the United States and internationally.

With thousands of new products and services launched every year, developing a distinctive, reputable, and legally available trademark can be a unique challenge. Our extensive backgrounds in various industries give us a deep understanding of each client's business and unique industry challenges, further enhancing the quality of our counsel.

In addition to our U.S. trademark practice, we assist clients to protect, defend, and enforce their IP rights around the world through our network of highly knowledgeable international counsel.

Our trademark practice group assists clients with:

- Creating, screening, and selecting strong marks
- U.S. and international filing and registration
- Maintaining registrations

- Ensuring consistent use of marks and preparing practical use guidelines
- Leveraging the value of a company's mark through licenses and other types of agreements
- Enforcement and defense
- Litigation and alternative dispute resolution
- Administrative proceedings before the Trademark Trial and Appeal Board, including oppositions and cancellations
- Litigation in U.S. Federal Courts
- International trademark protection and enforcement
- Preparation of practical use guidelines for specific trademark use and branding
- Review and audit of proposed and ongoing use of trademarks to ensure consistency and legal compliance