

## TRADEMARKS – GLOBAL BRAND DEVELOPMENT, REGISTRATION & ENFORCEMENT

- Search & Clearance
- Registration/Prosecution
- Global Rights Expansion Plans
- Renewals & Maintenance
- Monitoring/Electronic Watch
- Brand Enforcement & Counterfeits
- Brand Use Guidelines
- Licensing, Assignments, Consent/Coexistence Agreements
- Oppositions & Cancellations
- Social Media Account Names/Handles
- Domain Name Disputes (UDRP)
- Cease & Desist/Claims Response
- Due Diligence (Mergers & Acquisitions)
- Certification Marks

## COPYRIGHTS – GLOBAL REGISTRATION & ENFORCEMENT

- Search & Counseling
- Registration
- Licensing, Assignments & Acquisitions
- Work for Hire Agreements
- User Generated Content (UGC)
- Cease & Desist
- DMCA Take Down Demands
- Due Diligence (Mergers & Acquisitions)

## PATENTS - GLOBAL REGISTRATION & ENFORCEMENT

- Search & Counseling
- Filing/Registration
- Reexamination
- Reissue
- Market Clearance/Freedom to Operate
- License Agreements
- Patent Watch Services
- Due Diligence (Mergers & Acquisitions)

## ADVERTISING, MARKETING & PROMOTIONS

- Ad Copy & Creative Review
- Claims Substantiation
- Promotions
- Cause Marketing & Charity Co-Venture
- Endorsement & Influencer Deals
- Consumer Calls to Action
- Sweepstakes
- Contests
- Hack-a-thons
- Advertising Disputes
- National Advertising Division (NAD)
- National Advertising Review Board

## TRANSACTIONS – AGREEMENTS, COUNSELING, PLAYBOOKS & PLANNING

- Intellectual Property Agreements
- Intellectual Property Audits & Counseling
- Trade Secret Protection Counseling
- Rights of Publicity, Celebrity/Artists/Influencers Licensing & Enforcement Agreements
- Co-Venture/Confidentiality/Non-Disclosure
- Terms of Service
- Franchise & Distribution (via Domestic Associates)
- Product Placement
- Privacy Disclosures

## LITIGATION, ARBITRATION & MEDIATION

- Patent
  - Infringement
  - Licensing
- Trademark
  - Lanham Act
  - Trade Dress
  - Palming Off
  - False Advertising
  - Licensing
- Copyright
  - Infringement
  - Ownership
  - Licensing
- Trade Secret Rights/Misappropriation
- Antitrust
- Unfair Competition
- Breach of Contract
- Anti-Counterfeiting
- Gray Market Sales
- Rights of Publicity & Privacy
- Selling Practices (bait-switch, substitution)
- Business Torts & Commercial Disputes



- A Certified Diverse Vendor/Service Provider
- All Services Provided for the United States and Most Services Provided Globally Through Partnership with Trusted Foreign Associates/Local Counsel
- In many locations, this is considered Attorney Advertising
- The “Wall of Bad Animal Art” above may be gazed upon in the waiting area of the San Francisco office