

Practices

Trademarks

Companies face a growing set of challenges in protecting their brand identity at the global level, from increased online encroachment, to the sale of counterfeit products on suspect websites, to new advertising enforcement issues. Although budget issues often make the job of safeguarding a brand even more difficult, trademark protection is the cornerstone of an effective branding strategy.

Akerman's Intellectual Property Practice Group provides clients with the full-service support needed to manage trademark issues around the world. Our seasoned bench of lawyers, who practice before the U.S. Patent and Trademark Office, the U.S. Trademark Trial and Appeal Board, and in courts of general jurisdiction, have substantial experience in worldwide portfolio prosecution, enforcement management, and branding issues. And with a long history of successes on the litigation front, we regularly resolve trademark disputes for our clients.

Our team offers customized educational programming on proper trademark usage and protection of brand strength to clients in the fashion, sports and entertainment, travel, and consumer products sectors. In addition, we provide comprehensive brand counseling—including trademark selection, clearance, and prosecution efforts—and represent clients in trademark and trade-dress infringement, false advertising, and anticounterfeiting litigation.

Connect With Us



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Our Team

Related Work

Franchise and
Licensing
Intellectual Property
Intellectual Property
Licensing
Intellectual Property
Litigation
Intellectual Property
Transactions and Due
Diligence

What We Do

- Domestic and international trademark registration, trademark audits, and counseling
- Trademark watch services, review, and infringement investigations, including related cease and desist letters, trademark opposition and cancelling proceedings, and litigation
- International brand strategy including trademark selection, clearance, and prosecution efforts
- Customized educational programming on proper trademark usage and protection of brand strength
- Trade dress litigation
- Trade secret protection and enforcement
- Anticounterfeiting investigations, goods seizures, and litigation, including *ex parte* TROs and preliminary injunctions