

Trademark

Your brand is one of a kind—we will keep it that way

Capabilities at a glance

- **A strategic, big-picture approach** to supporting your marks and your brand, working with your marketing department and in-house counsel.
- **From trademark selection and registration through enforcement and litigation**, our lawyers cover the full spectrum of trademark and IP law.
- **International reach and experience**, with more than 2,800 foreign trademark applications submitted in 106 jurisdictions in the last five years.
- **Sophisticated legal knowledge**, paired with practical insights into the impact of your trademark-related decisions on distributor relationships, budget constraints and other business realities.

Global support for your trademarks and your brand

Whether you require guidance in establishing proper trademark use, negotiating licensing opportunities, clearing advertising, ensuring regulatory compliance for your loyalty programs or litigating infringement actions, we have the experience to guide you. We always look at your trademark needs in the round, assisting our clients with brand counseling and licensing. Leveraging the most up-to-date software tools available and an international network of affiliated attorneys, we are able to seamlessly protect your brand around the world. We have considerable experience in searching marks throughout and outside the U.S.; for example, we have extensive knowledge of the intricate China Trademark classification system. Our extensive experience practicing outside of the U.S. enables us to provide preliminary advice followed by further guidance from local counsel in that country.

Diverse, deep experience across trademark and copyright law

At Quarles, we advise national and multinational consumer product companies, and our trademark attorneys frequently manage portfolios of hundreds, and in some cases thousands, of marks. Our clients include such household names as Molson Coors Beverage Company and Specialized Bicycle Components. We are proud to represent clients across a broad range of industries and sizes, such as:

- **Brand owners**, including manufacturers, consumer product companies, retailers and service providers.

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- **Marketers** working on developing advertising and marketing programs.
- **Authors and publishers** looking for support on publishing agreements, licensing rights to works and copyright infringement and enforcement.
- **Individuals and organizations from the world of sports, entertainment and the media.**

Grace Stewart
Joel Tragesser
Amanda White
Johanna Wilbert
Kelly Williams
Daniel Young
Li Zhu

Experience

- **Brand counseling and portfolio management**
- **Advertising and promotions**
- **Enforcement and litigation**
- **Licensing and due diligence**
- **China-related services**

Service Areas

Business Law

Our philosophy of establishing true partnerships and lasting relationships with clients directs how we do business. We will work with you on every engagement to understand your objectives, provide proactive counsel, create efficiencies, communicate, manage fees in a predictable manner and find ways to add value.

Franchise, Distribution & Direct Sales

We represent a wide range of franchisors, manufacturers, distributors and direct sales companies, and this experience has given our team unique insights into how to give your business the competitive advantage you need. Our attorneys have the agility that comes from representing some of the largest franchisors and direct sales companies in the world alongside exciting new ventures that are just establishing their systems.

Sports, Entertainment and Media Industry

Quarles attorneys understand the complex, challenging and changing laws related to sports, entertainment and the media. Our clients work in exciting, high-profile, public-facing industries where technological and cultural changes and new business development opportunities arrive with regularity—and the need for sharp, responsive legal support is often every bit as pressing.

