

# TRADEMARK & DOMAIN NAME REGISTRATION

Selecting, securing, maintaining, and protecting a brand requires a thoughtful strategy. It involves careful coordination within the United States and abroad. Hodgson Russ attorneys have a wealth of experience in all areas of trademark law and brand management. Our attorneys provide comprehensive and practical advice in the areas of trademark clearance and selection, trademark prosecution and registration, trademark portfolio development and management, trademark enforcement, and trademark transactions. We also work with a vast network of agents in jurisdictions throughout the world to provide strategic trademark counseling in numerous countries.

Our experience includes advising individuals, small businesses, large domestic and international companies, nonprofit corporations, and universities, all spanning a wide range of industries and disciplines. In particular, our services include:

- Trademark clearance searches and advice on protectability of marks
- Preparing, filing, and prosecuting applications before the U.S. Patent and Trademark Office and assisting with maintenance of registrations
- Assisting with global protection of marks
- Cease and desist letters, trademark oppositions and cancellations, Uniform Domain Name Dispute Resolution Policy (UDRP) proceedings, and trademark litigation
- Trademark due diligence in transactions
- Advising on commercial intellectual property agreements, including franchising, licensing, and assignment transactions

An integral element of brand management involves protecting a brand's online presence. Hodgson Russ attorneys assist with domain name registration services and work with clients to register Internet domain names through appropriate registrars and to secure website addresses for brands and businesses. Registering domain names at the outset allows clients to reap the benefits of broad exposure over the Internet while also limiting the risks of misuse by others.

## Experience

Defended client in a cancellation action involving a registration dating back from 1921 and simultaneously commenced a parallel opposition proceeding against adverse party.

## Contacts

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## Professionals

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Hodgson Russ intellectual property attorneys handle U.S. patent and trademark filings for a well-known German manufacturer of microscopes and related systems. The relationship is now more than two decades old.

### **Presentations & Events**

Trademarks 101: Considerations to Keep in Mind when Forming a New Company or Food Establishment  
March 11, 2021

What Nordic Companies Need to Know to Protect Their Intellectual Property Interests in the U.S.  
November 8, 2018

Bringing Your Baltic Food Brand to the U.S.  
The Offices of Hodgson Russ, 605 Third Avenue, Suite 2300, New York City, NY 10158, July 2, 2018