

# Assisted in Preparing a Response to an Office Action Rejecting Trademark Registration for Likelihood of Confusion

Emilie Rohde assisted an international company specializing in pet products by identifying and articulating potential responses to an office action rejecting trademark registration on the grounds of being confusingly similar with existing marks. This consisted of identifying similar marks that had been successfully coexisting in the marketplace and analyzing the effect of stylization on the overall impression of the trademark and its allegedly confusingly similar counterpart.

## PROFESSIONALS

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