Innovations, Information Technology & Intellectual Property
Trademarks

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Benesch's Innovations, Information Technology & Intellectual Property Practice Group (3iP Group) has a full service trademark practice. We represent clients in every phase of the trademark process in the U.S. and coordinate trademark-related activities outside the U.S. Among other things, our trademark lawyers obtain trademark registrations for clients and assist them in developing and implementing enforcement programs on a global basis. Our trademark litigators represent clients in courts and administrative agencies throughout the U.S. and have produced excellent results for our clients.

Services include:

- Advising clients on the selection, adoption, use, and registration of trademarks and domain names
- Obtaining state and federal trademark registrations for clients
- Drafting and negotiating trademark-related agreements, including trademark licenses and private label agreements
- Prosecuting and defending trademark and trade dress infringement actions
- Advising clients on proper trademark usage and policing their marks

Recent representative engagements include:

- Successfully defended a global paints and coatings producer against a temporary restraining order in a trademark infringement action filed by a competitor in federal court
- Developed and implemented counterfeiting strategies for multiple clients
- Successfully represented a household glue marketer in a trademark infringement action against counterfeiters, resulting in a permanent injunction and $2.25 million judgment
- Obtained a permanent injunction for a wireless telephone service provider in a trademark infringement action against a former licensee
- Obtained product design trademark registrations for a consumer products company
- Obtained a permanent injunction and damages for a marketer of fitness equipment in a suit against an importer of counterfeit equipment