

## INTELLECTUAL PROPERTY

### TRADEMARKS AND BRANDING

Gallagher & Kennedy trademarks and branding attorneys have extensive experience in counseling clients on trademark and brand protection worldwide, assisting with securing trademark protection and enforcing trademark rights. Our intellectual property team has managed trademark portfolios of all sizes, including portfolios consisting of several hundred U.S. and foreign registrations. We routinely negotiate and draft licenses and other agreements that impact a party's trademark rights.

We counsel clients on which registrations to secure and maintain by weighing the related costs and return on investment for the registrations. We secure the desired registrations with the United States Patent and Trademark Office, and in the case of foreign registrations, work closely with our reliable network of foreign associates to secure protection.

When litigation is needed, Gallagher and Kennedy's intellectual property attorneys have the knowledge, skill and significant litigation experience to pursue or defend against trademark, service mark and trade dress infringement, as well as anti-counterfeiting actions.