

PRACTICE CONTACT

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TRADEMARK AUDIT SERVICES

Our trademark audit services involve a review of our clients' marketing materials, advertisements, web site, product packaging, and retail presence to confirm that our clients' trademarks are being used properly and that proper trademark or service mark notices are in place. In addition, we identify any trade dress rights that may exist or that might be created in our clients' packaging, product configurations, décor, or "look and feel." Once these existing and potential assets are identified, we work with our clients to assess the sufficiency of their domestic and international registration portfolio. We also strive to streamline our clients' new trademark screening and clearance procedures to reduce costs and turnaround time in the screening process.

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