

## Services

### Trademarks

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Successful companies rely on the power of their trademarks and brands to communicate the quality and distinctiveness of their products and services. Trademarks are often some of the most valuable assets of a company.

Our trademark team diligently and creatively help our clients throughout the life of a mark – from selection, clearance, prosecution and maintenance to portfolio management, trademark audits, licensing, watch services, disputes and litigation. Our trademark team does not simply provide rote registration services. Instead, we work with our clients to articulate their business goals, ensuring that each trademark asset serves those goals.

### Trademarks, Branding, Social Media and Advertising

**Brand Development:** Brand development is a crucial task for most businesses, from the biggest brand owners to athletes, influencers and other emerging brand owners. We help guide our clients in brand development to help them optimize their brand for more differentiation, alignment and impact. We then work with them to protect that brand offensively and defensively.

**Trademark and Trade Dress Counseling and Prosecution:** We offer cost-effective and forward-looking strategies for our clients' branding processes, whether the matter involves a multi-jurisdictional roll-out for a multi-national corporation or the protection of a new mark for a start-up enterprise. We have handled thousands of marks and branding situations worldwide and have nurtured a global network of foreign counsel to help our clients navigate the nuances of non-U.S. trademark and trade dress laws.

**Domestic Trademarks:** Before adopting a trademark, we advise clients on strategies to adopt strong marks that are protectable and registerable. Our counseling during the early phases of trademark development helps avoid costly conflicts or enforcement problems down the road. Once our client selects a mark, we conduct availability searches and render clear and practical opinions regarding registration. We carefully evaluate each search request to ascertain the goods and services to search, the type of search to conduct, and whether other

resources are needed. We investigate relevant marks and names to determine if they are in use and, if so, the nature and extent of any rights their owners may possess. Our extensive litigation experience allows us to provide realistic opinions on a mark's availability, as well as practical recommendations on using and registering the mark to avoid or minimize potential problems. During prosecution, if we are met with refusals from the trademark office, we provide practical advice for the best and most efficient way to respond.

**International Trademarks:** As with U.S. prosecution, we do not treat foreign trademark filings as routine administrative matters but as extensions of our clients' business goals. Thus, we look at the nature of the mark, the U.S. application, U.S. or foreign search results, and potential disputes, and discuss the use plans for the mark with the client to understand the progression of the mark's rollout. From this, we develop appropriate foreign filing strategies, often using a stage-gate or zone-of-interest sequential plan, for filing the mark in international jurisdictions. For over 30 years, we have nurtured a network of trademark lawyers and agents around the world to assist our clients with foreign trademark filings. We have extensive experience with international clearance projects and present search results in organized and streamlined formats that are easy to understand, contain concise summaries and include specific advice on recommended actions.

## Social Media and Advertising Properties

**Social Media and Sponsorships:** We are well versed in the advertising and intellectual property (IP) issues as they relate to social media platforms including the user agreements of various platforms and emerging platforms. We are intimately familiar with viral marketing, including use of user-generated content and Federal Trade Commission (FTC) guidelines for endorsements, sponsored content, the use of influencers and testimonials; native advertising; and rules and regulations promulgated by the sports governing bodies regarding the use of athletes, venue "flash" advertising and related attempts at unauthorized association.

**Promotions, Sweepstakes and Contests:** We also advise clients with respect to the legal requirements of promotions, sweepstakes and contests. We prepare official rules and promotion details that comply with local, state and federal law and ensure compliance with social media platform rules. We also advise clients regarding compliance with state registration and bonding requirements. We review print, radio, television, direct mail and internet advertising to confirm which rule disclosures may be required. We regularly work with promotion/sweepstakes/contest vendors engaged to assist clients with the administration and management of a particular promotion.

## Non-Fungible Tokens (NFTs) and the Metaverse

Our IP lawyers work with clients to help them obtain and protect their crypto properties like NFTs for brand control, increased revenue, brand awareness and enhancing trust and authenticity for use, *g.*, in the metaverse. We help clients obtain NFT trademarks that represent digital media, virtual goods, digital collectibles and other crypto-assets that can be bought, sold, exchanged and transacted using blockchain technology. For example, we help our clients review their existing trademarks and, if needed, apply for additional trademarks for digital assets, crypto-assets and virtual goods authenticated by NFTs. We also help our clients navigate the use and policing of their brands in the metaverse as it grows and matures to

provide increasingly immersive experiences for more and more people.

## Trademark-Related Transactions

**Due Diligence:** We regularly assist clients with IP due diligence tasks when they are looking to invest in or acquire certain businesses to determine the relative value of the IP assets and to assess risk. Trademarks are often a focus of this analysis especially when there are agreements that affect a target's rights in the marks.

**Agreements:** Our comprehensive trademark services include agreement work related to trademarks such as licenses, co-branding agreements, sponsorship agreements, and naming rights agreements. Our attorneys have extensive commercial experience, which we draw upon to counsel clients in audits, acquisitions, sales and securitization transactions. Importantly, our IP lawyers understand tax, corporate, litigation, employment and franchise implications and are aware of the many "hidden" IP issues that may arise in modern business scenarios.

**Franchises and Trademarks:** When you franchise your business, you grant a specific license to your franchisees, allowing them to use your trademarks. Licensing and providing for use of your trademark is a complex issue that our knowledge and experience in intellectual property, franchising, and licensing make our team uniquely suited to help you.

## Trademark Trial and Appeal Board (TTAB) Proceedings and Litigation

**TTAB Proceedings:** TTAB rules and procedures in trademark opposition and cancellation proceedings are complex legal matters that require the attention of sophisticated attorneys. Vorys attorneys have years of practicing in the forum. We carefully consider the claims and defenses and the relevant evidence in view of our client's business goals and formulate our strategy to best achieve those goals, whether by settlement or trying the case.

**Trademark and Domain Name Litigation:** Vorys has had success at the federal and state level defending and enforcing our clients' trademark rights. Whether we are helping with a multi-million dollar dispute or assisting one of our entrepreneurial clients, we tailor our litigation strategy to maximize the outcome. Our litigation practice covers all types of trademark infringement and dilution cases involving trademarks, service marks, trade dress, product configuration, trade names and domain names disputes under ICANN's Uniform Dispute Resolution Policy (UDRP). Because of the pervasive nature and extent of cybersquatting and infringement activity on the internet, we have advised clients on developing domain name registration strategies to help avoid or minimize costly enforcement work. We also help clients manage and set priorities for enforcement efforts by developing specific guidelines and strategies. We have significant experience in obtaining the transfer of infringing domain names from cybersquatters through litigation under the Anti-Cybersquatting Consumer Protection Act (ACPA) and by informally tapping domain name industry channels. We tailor our ACPA approach to the facts, and we seek quick, inexpensive solutions for our clients. Our attorneys have also successfully defended against ACPA claims when parties claiming rights have over-reached

**Gray-Market Goods and Counterfeits:** We handle matters involving piracy and counterfeiting, trade dress, deceptive trade practices, customs registration and UDRP arbitrations. We regularly appear in courts across the U.S. and have successfully obtained emergency injunctive relief for our clients, including *ex parte* seizures, temporary restraining orders and preliminary injunctions. Our international network allows us to implement global brand protection programs quickly and effectively. We have a team that can assist with referring matters to government authorities in appropriate cases where violations of clients' brand, trade secrets and IP run afoul of criminal statutes.

**Unfair Competition and False Advertising Litigation:** Vorys represents plaintiffs and defendants in unfair competition and false advertising litigation. We help our clients navigate the complexities of such litigation and seek to maintain a business' reputation without unnecessary spend. We have experience handling numerous disputes before the National Advertising Division of the Better Business Bureau (NAD), the National Advertising Review Board (NARB) and other tribunals.

## eCommerce and Distribution Control Management

Counterfeiting and gray market goods are growing at an alarming rate, due at least in part to the increasing predominance of on-line marketplaces. This results in industry losses of billions of dollars annually. Our IP team regularly works with Vorys eControl, a practice which is entirely dedicated to helping manufacturers and brand owners protect and grow their brand in the age of global and online marketplaces in an efficient, effective and legally compliant manner.

We regularly appear in courts across the U.S. and have successfully obtained emergency injunctive relief for our clients, including *ex parte* seizures, temporary restraining orders and preliminary injunctions.

We help our clients use forums and procedures developed by online market places, such as Amazon's Utility and Design Patent Neutral Evaluation Processes, to remove offending products listed by bad actors or infringers to protect our clients' brands and IP rights.

## News

[News, 2.15.2023](#)

New Episode of Vorys IP Podcast Discusses Advanced Topics in NFTs

[News, 2.1.2023](#)

New Episode of Vorys IP Podcast Highlights NFTs

[News, 11.3.2022](#)

Vorys Receives 69 Tier One Rankings on 2023 *U.S. News – Best Lawyers* "Best Law Firms" List

[4.13.2022](#)

New Episode of Vorys IP Podcast Highlights Strategies for Creation, Management and Protection of Trademarks and Branding

[3.31.2022](#)

Female-Owned Businesses Get Ahead with the Vorys Initiative for Business Empowerment

[News, 1.12.2022](#)

Special Episode of the Vorys IP Podcast Focuses on Key IP Cases from 2021 & What to Look Out for in 2022

[News, 11.3.2021](#)

New Episode of the Vorys IP Podcast Focuses on Trademark Basics

[News, 6.22.2020](#)

Jordan Featured in *Texas Lawyer* Q&A on The Current State of IP During the Pandemic

[News, 5.4.2020](#)

Watkins Named to 2020 *IAM Strategy 300* List

[News, 8.15.2018](#)

More Than 100 Vorys Attorneys Named to 2019 Best Lawyers in America® List

[News, 1.1.2018](#)

Vorys Elevates Seven to Partner

[News, 7.21.2014](#)

Vorys Continues to Strengthen IP Team with Addition of Two Partners

## Publications

[2.9.2023](#)

Verdict Reached in MetaBirkin NFT Case

[1.11.2023](#)

2023 Intellectual Property Law Primer: Supreme Court Preview

[Client alert, 1.9.2023](#)

TMA: A Year in Review

[Client alert, 3.30.2022](#)

Did you Know the USPTO Offers Pro Bono Patent Services?

[Client alert, 3.28.2022](#)

USPTO to Offer Pro Bono Services to Qualifying Inventors

[Client alert, 2.1.2022](#)

Patent and Trademark Office Updates You Need to Know

[Client alert, 12.1.2021](#)

Patent and Trademark Office Updates You Need to Know

[Client alert, 11.19.2021](#)

Highlights of USPTO Performances and Initiatives FY 2021-FY 2022

[Client alert, 11.10.2021](#)

Patent and Trademark Office Updates You Need to Know

[Client alert, 10.27.2021](#)

*Partnering in Patents* Developments

[Client alert, 9.7.2021](#)

Patent and Trademark Office Updates You Need to Know

[Client alert, 8.11.2021](#)

Patent Office Updates You Need to Know

[Client alert, 7.6.2021](#)

Patent Office Updates You Need to Know

[Client alert, 6.1.2021](#)

Patent Office Updates You Need to Know

[Client alert, 5.27.2021](#)

Prove It or Lose It: TMA Provides New Tools to Sweep Away Deadwood Marks, Settles Circuit Split over Injunctive Relief Burden of Proof

[Client alert, 5.24.2021](#)

Patent Office Updates You Need to Know

[Client alert, 5.4.2021](#)

Patent Office Updates You Need to Know

[Client alert, 4.26.2021](#)

Same but not Similar? Supreme Court Asked To Weigh In on Counterfeit Case

[Client alert, 4.12.2021](#)

Patent Office Updates You Need to Know

[Client alert, 3.2.2021](#)

Patent Office Updates You Need to Know

[Client alert, 2.1.2021](#)

Patent Office Updates You Need to Know

[Client alert, 1.25.2021](#)

Patent Office Updates You Need to Know

[Client alert, 1.11.2021](#)

Patent Office Updates You Need to Know

[Client alert, 1.6.2021](#)

2021 Intellectual Property Primer: Cases to Watch this Year

[Client alert, 1.5.2021](#)

Patent Office Updates You Need to Know

[Client alert, 12.28.2020](#)

Patent Office Updates You Need to Know

[Client alert, 12.21.2020](#)

Patent Office Updates You Need to Know

[Client alert, 12.14.2020](#)

Patent Office Updates You Need to Know

[Client alert, 12.8.2020](#)

Patent Office Updates You Need to Know

[Client alert, 11.30.2020](#)

Patent Office Updates You Need to Know

[Client alert, 11.23.2020](#)

Patent Office Updates You Need to Know

[Client alert, 11.16.2020](#)

Patent Office Updates You Need to Know

[Client alert, 11.9.2020](#)

Patent Office Updates You Need to Know

[Client alert, 11.2.2020](#)

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[Client alert, 10.26.2020](#)

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[Client alert, 10.12.2020](#)

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[Client alert, 9.14.2020](#)

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[Client alert, 9.8.2020](#)

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[Client alert, 8.31.2020](#)

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[Client alert, 8.24.2020](#)

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[Client alert, 8.17.2020](#)

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[Client alert, 8.11.2020](#)

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[Client alert, 8.4.2020](#)

Patent Office Updates You Need to Know

[Client alert, 7.21.2020](#)

Patent Office Updates You Need to Know

[Client alert, 7.15.2020](#)

*Intellectual Property Alert:* Notes from the USPTO and Patent Public Advisory Committee Quarterly Meeting Part 5 of 8: Artificial Intelligence

[Client alert, 7.13.2020](#)

Patent Office Updates You Need to Know

[Client alert, 7.7.2020](#)

COVID-19 Patent & Trademark Office Updates

[Client alert, 7.6.2020](#)

*Intellectual Property Alert:* Notes from the USPTO and Patent Public Advisory Committee Quarterly Meeting Part 4 of 8: IT Update

[Client alert, 7.1.2020](#)

*Intellectual Property Alert:* Supreme Court Decision Sheds Light on Examination of .COM Trademark Applications

[Client alert, 6.29.2020](#)

COVID-19 Patent & Trademark Office Updates

[Client alert, 6.22.2020](#)

COVID-19 Patent & Trademark Office Updates

[Client alert, 6.19.2020](#)

*Intellectual Property Alert:* Notes from the USPTO and Patent Public Advisory Committee Quarterly Meeting – Part 2 of 8

[Client alert, 6.16.2020](#)

COVID-19 Patent & Trademark Office Updates



[Client alert, 6.9.2020](#)

COVID-19 Patent & Trademark Office Updates

[Client alert, 6.2.2020](#)

COVID-19 Patent & Trademark Office Updates

[Client alert, 5.28.2020](#)

USPTO to Grant Further Relief for Certain Patent-Related Fees and Deadlines

[Client alert, 5.26.2020](#)

COVID-19 Patent & Trademark Office Updates

[Client alert, 5.18.2020](#)

COVID-19 Patent & Trademark Office Updates

[Client alert, 5.11.2020](#)

COVID-19 Patent & Trademark Office Updates

[Client alert, 5.5.2020](#)

COVID-19 Patent & Trademark Office Updates

[Client alert, 4.29.2020](#)

COVID-19 Patent & Trademark Office Updates

[Client alert, 4.27.2020](#)

*Intellectual Property Alert: Supreme Court Rules Willfulness Not Required to Obtain Profits in Trademark Suits; Increases Risk to Defendants, Potential Recovery to Plaintiffs in Trademark Litigation*

[Client alert, 4.20.2020](#)

COVID-19 Patent Office Updates

[Client alert, 4.8.2020](#)

Update: Changes to IP Operations Worldwide

[Client alert, 4.1.2020](#)

Patent and Trademark Office Extends Filing and Payment Deadlines for COVID-Related Causes

[Client alert, 3.30.2020](#)

COVID-19 Patent and Trademark Filing Impacts

[Authored article, 8.30.2018](#)

Vanilla With Cherry Overtones: Pursuing A Nontraditional Trademark

[Client alert, 7.31.2018](#)

*Client Alert: Are You Prepared To Be Audited By The Trademark Office?*

[Client alert, 3.2.2018](#)

*Client Alert: It's That Maddening Time of Year Again: March*

[Client alert, 2.3.2017](#)

*Client Alert:* More Changes are Coming to Trademark Practice: Specimens and Declarations

[Client alert, 1.5.2017](#)

*Client Alert:* Changes are Coming to Trademark Practice: New Fees and Rules

[Client alert, 8.22.2016](#)

*Client Alert:* The Complexity of Trademarks in the Marijuana Business

[Client alert, 7.6.2016](#)

*Client Alert:* Don't Panic! Protecting your UK Trademark Coverage in the Wake of the 'Brexit'

[Client alert, 10.13.2015](#)

*Client Alert:* Beware of Trademark Scams - More than your Money is at Stake

[Authored article, \*PR Daily\*, 9.2.2014](#)

5 Things to Consider When Naming a Brand

[Client alert, 8.18.2014](#)

*Client Alert:* Five Considerations When Selecting a New Brand

[Client alert, 10.28.2013](#)

Are Your Licenses Really Franchises? How to Avoid Inadvertent Franchise Regulation

[Client alert, 5.20.2013](#)

*Client Alert:* "Use" of a Mark in the U.S.A.

[Client alert, 8.14.2012](#)

*Client Alert:* New Pilot Program By U.S. Trademark Office: Could Affect All Registrants

[Client alert, 8.31.2011](#)

*Client Alert:* Trademark Owners: Block Your Trademarks in the New .XXX Domain

[Client alert, 8.1.2011](#)

*Intellectual Property Alert:* What Trademark Owners Need to Know About ICANN's New gTLD Program

## Speaking Engagements

[Event, 3.16.2023](#)

IPOwners Spring Summit Panel

[2.10.2021](#)

2020 Year in Review - Intellectual Property Law Update

[1.31.2018](#)

Year in Review: Our Top IP Developments of 2017

2.26.2013

Brand-Standing – Practical Advice to Protect Your Trademarks and Brands in E-Commerce, Social Media, and Business Transactions

Presented by TechColumbus and Vorys, Sater, Seymour and Pease LLP

10.30.2012

**POSTPONED:** INTA Roundtable Workshop: Trademark Protection under the Madrid System and Community Trademarks

*Due to Hurricane Sandy, this event has been postponed until a to-be-determined date and time.*

Presented by the International Trademark Association and Vorys, Sater, Seymour and Pease LLP

9.13.2012

INTA Roundtable Workshop: Fifty Shades of M&A IP due Diligence in M&A Transactions

Presented by the International Trademark Association and Vorys, Sater, Seymour and Pease LLP

6.12.2012

INTA Roundtable Workshop: Trademark Law Practice Updates Around the World

Presented by the International Trademark Association and Vorys, Sater, Seymour and Pease LLP

9.21.2009

INTA Trademark Administrators Conference

Presented by the International Trademark Association