
Trademark and Brand Protection

Volpe Koenig assists clients with developing, acquiring, licensing and enforcing trademark rights in all industries in order to maximize brand strength. Our trademark team has a proven track record of effectively and efficiently managing both U.S. and international portfolios

Our firm's branding strategies combine our experience in the more traditional areas of trademark prosecution, portfolio management, and trademark enforcement, with a meaningful understanding of the unique challenges presented to brand owners in a global economy whether they are a start-up or Fortune 500 company. We provide brand differentiation counseling for the entire trademark life cycle.

From initial clearance screening of proposed trademarks through obtaining federal and worldwide registrations, as well as the design and implementation of online brand monitoring programs, our attorneys work closely with clients to ensure the focus remains on comprehensive brand protection.

Volpe Koenig also assists clients in prosecuting and defending trademark opposition or cancelation proceedings, as well as litigation.

For our clients' international trademark prosecution and maintenance needs, we work closely with a trusted network of foreign associates, developed over our many years of practice, in international jurisdictions worldwide.

Proficiencies & Successes

- Food Wine and Spirits
- Cannabis

Blog Posts

U.S. Supreme Court Sides with Booking.com in Critical Trademark Case

Imagine That IP Law Blog, 07.01.2020

Intellectual Property in Popular Culture: From Phanatics to Fragrances

Imagine That IP Law Blog, 09.04.2019

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Electrical Technology and Components

Life Sciences and Chemistry

Material Sciences and Metallurgy

Mechanical Technologies

Global Experience

Asia Pacific

Europe

Middle East and Africa

North America

South America

Ugg! Australian Apparel Company Hit with \$450K Willful Infringement Verdict
Imagine That IP Law Blog, 06.19.2019

NCAA's IP Playbook Is a Slam Dunk
Imagine That IP Law Blog, 04.02.2018

USPTO Federal Trademark Registrations: Now Rated M for Mature Audiences
Imagine That IP Law Blog, 02.06.2018

Best of Both Worlds: Can You Have a Trade Secret and Patent it Later Too?
Imagine That IP Law Blog, 08.11.2017