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## Consumer Products and Services

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Consumer products companies face fierce competition to be the first to market, to increase manufacturing capacity, based on consumer demand, and to have a recognizable brand. Our team understands the fast pace of technological advances, the rapidly evolving consumer needs and the importance of brand loyalty. Whether you require guidance on protecting your products, services or brand, or need to consider licensing opportunities, Volpe Koenig has the knowledge and experience to assist you in sustaining a competitive advantage in the market.

Volpe Koenig has a long history of working with consumer products clients in diverse industries. The firm has represented some of the most-recognized brands in the country. Our team of consumer products attorneys includes professionals with backgrounds in mechanical, electrical, textile and industrial engineering. We consult with you fully to understand your unique inventions. Our attorneys work with clients to develop comprehensive, targeted intellectual property strategies that may include a combination of utility and design patent protection, trademarks, copyrights, and measures to maintain trade secrets.

Our expansive background in managing intellectual property for all consumer products enables us to educate senior management teams, delivering sophisticated and customized counseling.

Volpe Koenig attorneys have experience representing clients in consumer products industries such as:

- Consumer electronics and software
- Toys and games
- Baby gear
- Sporting goods
- Health and beauty products
- Food and beverage products
- Automobile parts
- Fabrics and apparel
- Luxury goods and accessories
- Furniture
- Stationary products
- Watches

### Attorneys

Wesley T. McMichael  
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### Professionals

Robert J. Ballarini  
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**Proficiencies & Successes**

- Processing and Manufacturing
- Cannabis
- Technology Transfer

**IP Insights**

Intellectual Property in Consumer Electronics, Software and  
Technology Startups

09.01.2013

Intellectual Property in the Food Technology Industry

05.12.2008

**Related Practices**

Alternative Dispute Resolution

Copyrights

Design Patents

IP Due Diligence

IP Litigation

Licensing and Monetization

Opinions

Patent Acquisitions

Patent Prosecution

Portfolio Management

Post-Grant Proceedings

Privacy and Data Security

Standards

Strategic Counseling

Trade Secrets

Trademark and Brand  
Protection

**Global Experience**

Asia Pacific

Europe

Middle East and Africa

North America

South America