
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

IP Insights

Trademark FAQs
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How to Assist Clients in Selecting a Trademark

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Intellectual Property Rights in Russia May Erode Due to Changes to Russian Trademark Rules

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Facebook Unfriends Its Own Brand with the Launch of Meta--What does Facebook's Rebrand Teach Us?

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Watch Out for Fake Patent and Trademark Solicitations!

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Trademark Modernization Act of 2020 Provides New Tools for Removing Deadwood Trademark Registrations from the Trademark Register

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Congressional Spending Bill Includes Significant Trademark and Copyright Rules

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Brexit and Trademarks: The Time Is Now

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

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Supreme Court Finds 'Willfulness' Not Required To Obtain A Profits Award From An Infringer

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Federal Circuit Lowers Restrictions on Obtaining Registration of Color Marks

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The Coast Is Not Always Clear: Mixing Trademarks For Wine, Liquor and Beer

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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