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# Trademark and Brand Protection

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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  
04.26.2022

## Attorneys

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## Related Industries

Computer Technology Software  
and Business Methods  
Consumer Products and  
Services  
Electrical Technology and  
Components  
Life Sciences and Chemistry  
Material Sciences and  
Metallurgy  
Mechanical Technologies

## Global Experience

Asia Pacific  
Europe  
Middle East and Africa

**Blog Posts**

North America

South America

Highway Robbery of Intellectual Property: What the Return of Touring and Roadside Vendors Means for Celebrity Trademark Infringers  
*Imagine That IP Law Blog*, 04.20.2023

Don't Get Sued for a Sentence: Navigating the Evolving Intellectual Property Landscape with ChatGPT  
*Imagine That IP Law Blog*, 02.08.2023

How to Assist Clients in Selecting a Trademark  
*Imagine That IP Law Blog*, 06.29.2022

Intellectual Property Rights in Russia May Erode Due to Changes to Russian Trademark Rules  
*Imagine That IP Law Blog*, 04.04.2022

Facebook Unfriends Its Own Brand with the Launch of Meta--What does Facebook's Rebrand Teach Us?  
*Imagine That IP Law Blog*, 10.29.2021

Watch Out for Fake Patent and Trademark Solicitations!  
*Imagine That IP Law Blog*, 10.18.2021

Nevertheless, She Desisted: Kristen Bell, Shattered Glass, and Why Your Podcast Needs a Trademark  
*Imagine That IP Law Blog*, 09.30.2021

Influencer "Fails" – Avoid These Three Legal Mistakes in Affiliate Marketing  
*Imagine That IP Law Blog*, 09.09.2021

Trademarks, Priority and 'Frozen' Rights: Important Factors  
*Imagine That IP Law Blog*, 09.01.2021

Trouble Ahead for Influencer Revenue  
*Imagine That IP Law Blog*, 08.23.2021

Trademark Modernization Act of 2020 Provides New Tools for Removing Deadwood Trademark Registrations from the Trademark Register  
*Imagine That IP Law Blog*, 06.11.2021

Congressional Spending Bill Includes Significant Trademark and Copyright Rules  
*Imagine That IP Law Blog*, 12.23.2020

Brexit and Trademarks: The Time Is Now

*Imagine That IP Law Blog*, 11.13.2020

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

*Imagine That IP Law Blog*, 07.01.2020

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

*Imagine That IP Law Blog*, 05.05.2020

Federal Circuit Lowers Restrictions on Obtaining Registration of Color Marks

*Imagine That IP Law Blog*, 04.14.2020

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

*Imagine That IP Law Blog*, 02.25.2020

Intellectual Property in Popular Culture: From Phanatics to Fragrances

*Imagine That IP Law Blog*, 09.04.2019

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