

## Trademark & Advertising



### Highlights

- **If You Like It Then You Should Put A ® On It**

Munck Wilson Mandala's trademark team will guide you through the selection, strength and registrability of trademarks and service marks, the advantages of registration, and the maintenance and exploitation of trademark, trade dress and domain name rights.

- **Fire Power for Your Brand Power**

Our trademark lawyers work closely with our trial lawyers and litigators both to enforce your marks and to defend you against infringement claims. Our team has extensive experience handling trademark, trade dress and domain name disputes.

- **Highly Regarded Trademark Practice**

Our trademark team includes several lawyers with more than 30 years of experience representing clients in world markets. We maintain more than 10,000 active trademarks and our professionals have built an extensive global network of trademark professionals, representing clients around the globe.

### Overview

Munck Wilson Mandala attorneys understand the importance of your brand to your business and your reputation, and we are dedicated to helping you protect these critical assets. Our attorneys offer unmatched branding know-how to expertly guide enterprises on selection and protection of business and product names, advertising campaigns, disputes and regulatory matters, domain name and social media issues, labeling and packaging, retail and consumer protection laws, unfair competition, IP transactions, and personal publicity rights.

### Experience

With our extensive network of foreign associates and counsel around the world, and our experienced trademark attorneys, we can provide efficient, cost-effective trademark protection for you and manage your trademark portfolios on a global basis.

We represent clients in state and federal court, in opposition or cancellation proceedings before the U.S. Trademark Trial and Appeal Board, and in domain name proceedings under the Uniform Dispute Resolution Policy of ICANN or other registry rules.

#### Our Services Include:

- Advertising, Promotions, & Sponsorships
- Commercial Joint Ventures
- Communications, Media Rights, & Broadcasting
- Compliance with FTC Guidelines
- Copyrights

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- Employment, Professional Services, & Appearance Contracts
- Influencer Agreements
- Intellectual Property Protection & Compliance
- Licensing Agreements
- Media Rights
- Name, Image & Likeness
- Online Streaming Rights
- Publicity Rights
- Publishing Agreements
- Sponsorships & Endorsements
- Trademarks

**Related Practices:**

Copyrights  
Emerging Companies  
IP Audits and Legal Opinions  
IP Due Diligence  
IP Portfolio Management and Counseling  
Technology Transactions  
Trademark & Copyright Litigation