

## → Trademark Applications and Prosecution

Sheppard Mullin offers a complete trademark practice, including trademark prosecution, licensing, due diligence and other transactional matters, as well as client counseling. We have significant expertise in the clearance of new brand names, trade names, service marks and trademarks, including logos and non-traditional trademarks such as motion and color marks. We have attorneys with more than several decades of experience in the preparation and prosecution of trademark and service mark applications, including the initial preparation and filing of the applications and prosecuting the applications before the trademark examining attorneys and before the USPTO's Trademark Trial and Appeal Board.