



Trademark Prosecution & Brand Management

Stinson attorneys prosecute and maintain valuable trademark portfolios both domestically and throughout the world. Our trademark practice takes a creative, problem-solving approach to the entire process, from trademark selection through registration and renewal. Our trademark clients range from start-up technology companies to well-established, brick-and-mortar businesses in an array of industries including financial services, insurance, consumer products, medical device, e-commerce, sporting goods and restaurant services.

CAPABILITIES

The Stinson trademark attorneys consistently deliver strategic advice, regardless of the stage in the product or business lifecycle. We also use state-of-the-art docketing software and techniques to monitor our clients' trademark portfolios, which cumulatively encompass more than 13,000 trademark applications and registrations in the United States and abroad. Our intellectual property attorneys have knowledge in every aspect of trademark protection.

TRADEMARK SELECTION

We educate our clients on how to select strong trademarks and help avoid the selection of a mark that may create infringement or registration problems down the road. Our clients have found that communicating with our trademark attorneys early in the development process can prevent the frustrating loss of time and money associated with pursuing a problematic mark.

TRADEMARK AVAILABILITY SEARCHES AND OPINIONS

We are conscious of our clients' budget restraints and will craft a search strategy that makes sense given the anticipated use of the new mark. We have access to a variety of tools that can be used alone or in combination to generate a search report with the appropriate scope. Our trademark attorneys carefully analyze each report and identify the risks and benefits associated with adopting the candidate mark.

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TRADEMARK APPLICATIONS

We regularly prepare and file trademark applications domestically at the state and federal levels and work with a large and trusted network of international associates to do the same in countries throughout the world. Our attorneys work closely with a team of trained trademark paralegals to satisfy the particular filing requirements of each jurisdiction and to track the status of every application we file. We can prepare on demand, customized reports detailing the status of applications and registrations in our clients' trademark portfolios.

TRADE DRESS

Our clients also rely on Stinson attorneys for counsel on trade dress. We can identify protectable elements of product packaging or product configuration and develop an appropriate strategy for registration or enforcement.

TRADEMARK WATCH SERVICES

Policing a mark is no easy task, but we can help ease the burden using domestic and international trademark watching tools. We offer many levels of watch services and regularly assist our clients in evaluating the potentially infringing or diluting uses.

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RELATED CAPABILITIES

Intellectual Property & Technology

Copyright Litigation

Copyright Protection

IP & Technology M&A Due Diligence

Patent Litigation

Patent Preparation & Prosecution

Trademark, Trade Dress, False Advertising & Unfair Competition Litigation

NEWS

David Kim Analyzes AI's Impact on Copyright and Fair Use in ACC St. Louis Newsletter

05.16.2024

Stinson's IP&T Team Produces Another Outstanding Year for Trademark and Patent Prosecution and Defense

02.13.2024

World Trademark Review Recognizes Stinson's IP Practice, Three Attorneys in WTR 1000 Rankings

02.12.2024

Chavez, Rivard Examine Scope of Copyright Protection for Creative Content Use in *Bloomberg Law*

11.30.2023

Best Lawyers® Recognizes Stinson in "Best Law Firms" Report

11.02.2023

Stinson Attorneys, Minneapolis Office Earn Recognition in *World Trademark Review's* WTR 1000 Rankings

03.09.2023

Stinson's 2022 IP&T Year-in-Review Includes Strategic Creativity, Continued Innovation

02.10.2023

U.S. News, Best Lawyers® Recognizes Stinson in "Best Law Firms" Report

11.03.2022

World Trademark Review Recognizes Stinson Attorneys, Minneapolis Office in WTR 1000 Rankings

03.14.2022

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Stinson's IP&T Team Supports Innovation: 2021 Year In Review

02.11.2022

Stinson Recognized Among the Top National Law Firms in 2022 Best Law Firms Ranking

11.05.2021

Ruth Rivard and Joel Leviton Co-Author Chapter in *The IP book*

11.02.2021

World Trademark Review Recognizes Stinson as Leading Minnesota Practice

03.10.2021

Stinson Advised on Thousands of Patent and Trademark Matters in 2020

02.25.2021

Stinson Recognized Among Top National Firms in 2021 Best Law Firms Ranking

11.05.2020

112 Stinson Attorneys Selected to the 2021 *Best Lawyers in America* List

08.20.2020

Nineteen Stinson Attorneys Named 2021 Lawyers of the Year by *Best Lawyers in America*

08.18.2020

World Trademark Review Recognizes Stinson's Trademark Leadership

03.04.2020

Robert Bain, Paul Tietz Named Best IP Attorneys by *St. Louis Small Business Monthly*

01.10.2020

PUBLICATIONS

Supreme Court Holds "Generic.com" Marks are Not Per Se Generic

07.01.2020

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