

## Trademark Litigation

### **IP Attorneys protecting your valuable assets.**

If you fail to protect your trademark, or if you allow it to be used by someone else without permission, it will lose its value to your business. If you believe that your mark is being used – either without permission or without payment of agreed-upon fees – talk to an attorney experienced in trademark litigation as soon as possible. Your lawyer can send a cease-and-desist letter. If the unlawful use does not stop, you may need to consider taking additional action.

Trademark lawsuits generally are tried in federal courts, but trademark disputes also may be conducted by the Trademark Trials and Appeals Board (TTAB). Greenspoon Marder's IP Practice Group has a wealth of experience protecting and defending trademarks for our clients.

- If necessary, we will take immediate action to protect your rights by sending a cease-and-desist letter, filing a lawsuit, or taking action in the TTAB.
- If someone uses your trademark unlawfully, you should be paid out of that entity's profits.
- If you are accused of trademark infringement, prompt action may be required to reduce or avoid potential exposure and continue business operations.
- Use of a similar name is not always infringement of a trademark.

Greenspoon Marder will aggressively litigate your case in court or the TTAB, whenever necessary. Our firm philosophy, however, is that we try to resolve every matter in the most expeditious and cost-effective manner for every one of our clients. We believe that it often is better for our clients to pursue resolution through mediation or arbitration, if possible, in order to avoid the time and expense of court, but are also willing and able to take the matter trial when necessary.

### **Talk to an experienced attorney if you suspect a trademark violation.**

The first step in protecting a trademark is to consult a lawyer who can advise you about your rights, and who will fight to protect your trademark. An experienced attorney can explain the law and whether your trademark has been violated under the law. Contact Greenspoon Marder to discuss any suspected trademark violations.

### **Related Areas**

- Intellectual Property
- Intellectual Property Litigation
- IP Licensing
- Patent Counseling and Prosecution
- Trademark Law and Registration
- Patent Litigation
- Copyright Litigation
- Trade Secret Litigation
- Domain Name Disputes
- Reverse Domain Name Hijacking
- Internet and E-Commerce Law
- Licensing Disputes
- List of Representative Matters

