



# Trademark, Copyright, Advertising and Media Practice (T-CAM)

*Providing customized legal solutions for your branding, marketing and media needs*



Brand monitoring  
and enforcement



Trademark Trial and Appeal  
Board disputes; trademark/  
trade dress litigation



Advertising and  
NAD disputes



Global trademark  
clearance, prosecution  
and maintenance



Copyright registration,  
counsel, enforcement  
and litigation



Anti-counterfeiting  
and anti-piracy



Ad clearance and claim  
substantiation



Sweepstakes, contests  
and promotions



Technology licensing,  
transfers and IP due  
diligence

## The many industries we serve include:



Pharmaceuticals and Medical Devices



Consumer Products and Retail



Fashion



Food and Beverage



Agribusiness



Sports, Entertainment and Media



Technology



Insurance and Financial Services

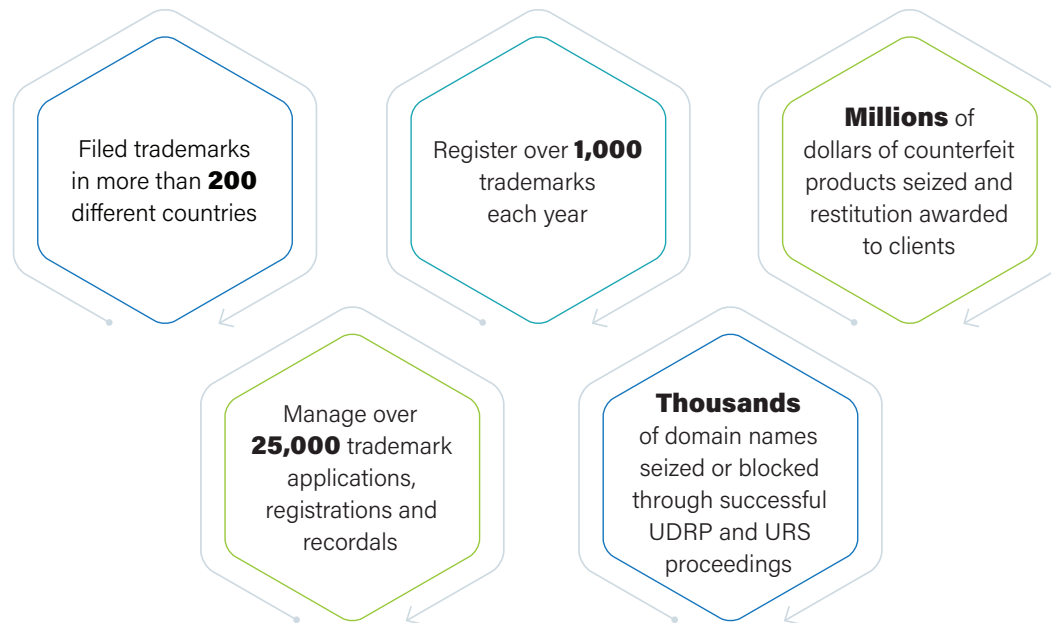


Real Estate

## Committed to Clients

- *3M Company v. Zachary Puznak et al. (S.D. Ind.)*  
(obtained temporary restraining order and preliminary injunction barring proposed sale of N95 respirators)
- *Target Brands, Inc. v. Jackdaddy Inc., Opp. No. 91235560 (TTAB 2020)*  
(decision on the merits of likelihood of confusion claim in favor of opposer, refusing applicant's trademark application)
- *The Cousteau Society v. Celine Cousteau et. al. (S.D.N.Y., C.D.Ca., D.Ct.)*  
(representing granddaughter of oceanographer Jacques Yves-Cousteau in multi-jurisdictional litigation involving trademark, copyright and right of publicity issues)

## Supporting Innovation



## Advancing Your Business Goals

**Advising** clients on a broad spectrum of business needs ranging from trademark, trade dress and copyright protection to advertising claim substantiation, negotiating agreements and drafting promotion rules.

**Strategizing** to create innovative and cost-effective solutions in global trademark prosecution and maintenance, brand monitoring and enforcement, anti-counterfeiting, advertising and promotions.

**Litigating** a wide array of disputes in federal and state courts, at the Trademark Trial and Appeal Board of the U.S. Patent and Trademark Office, and at the National Advertising Division of the Better Business Bureau.