

## Overview

Your brand is a cornerstone of your prosperity—but a brand is only as strong as the team protecting it. You've built your brand, marks and reputation into fundamental assets. Count on the global intellectual property lawyers at Dentons to defend them.

Enact a comprehensive trademark acquisition, protection and policing strategy, supported by partners with extensive experience in the dense world of intellectual property law. Monitor these key assets vigilantly and react quickly to potential discrepancies or threats. Deploy the appropriate legal remedies when challenges arise. Maximize brand value through contractual and licensing arrangements. Maintain that value through rigorous enforcement.

As the expansion of digital markets magnifies the risks to intellectual property, Dentons works continuously to preserve your vital brand elements. Our expertise addresses every aspect of trademark strategy, including:

- Infringement, unfair competition and passing off
- Brand clearance advice
- Licensing and exploitation
- Strategic IP structuring
- Portfolio evaluation, prosecution (direct and through trusted relationships) and management
- Trade dress and brand due diligence
- Dilution
- Domain name registration and management, including combating cybersquatting
- Comparative advertising and legitimate fair use of third-party trademarks
- Investigation, computer forensics and e-Discovery lab
- Media and entertainment industry issues
- Customs seizures
- Anti-counterfeiting

Areas of focus include:

- Trademark Licensing and Assignment
- Trademark Prosecution

## Representative Experience

- **Amway GmbH:** Advising the world's leading direct sales company on all trademark applications, trademark disputes, and intellectual property related matters in Turkey.
- **Bacardi and Company Limited:** Advising on their intellectual property/trademark, design, unfair competition matters in France, Russia and CIS, and coordinating a new bottle clearance in more than 16 countries, before their worldwide launch. The global set-up of this process was very challenging from a strategic point of view; therefore, our assistance was a crucial part in the success of the new product.
- **Global entertainment company:** Advising in regards to intellectual property enforcement and litigation in Canada with respect to trade-mark and copyright infringement, counterfeit goods, domain name disputes and brand dilution.
- **Multinational soft-drink manufacturer:** Advising in France and Azerbaijan on all of their trademark, design infringements and unfair competition matters. The team is also in charge of trademark customs seizures for the client.
- **Rotary International:** Counseling the global service organization, in trademark protection and enforcement matters.