

Trademark, Copyright, Internet & Advertising



RECOGNIZED AS A LEADER IN BOTH THE UNITED STATES AND CHINA, Perkins Coie's Trademark, Copyright, Internet & Advertising practice understands the significance and value of intellectual property rights to businesses and individuals.

Perkins Coie's Trademark, Copyright, Internet & Advertising attorneys work closely with clients to identify and protect the integrity of their brands and help clients stand out from competitors. We help develop strategies and programs, identify and perfect IP rights, and assert or defend these rights. Our collaborative approach to practicing IP law allows us to partner with innovative clients to protect and grow their brands, navigate complex IP landscapes, and maximize the value of their resources. We carefully manage more than 30,000 trademark filings and registrations for more than 950 clients in 180 countries across many industries.

AREAS OF FOCUS

- Global trademark counseling, registration, renewal and risk analysis
- Trademark enforcement and litigation worldwide
- Copyright counseling, registration, clearance and protection
- Internet domain name and website issues
- Due diligence reviews and trademark and copyright provision negotiations related to corporate deals and financings
- Contract preparation and negotiation related to trademark licensing, merchandising, advertising, entertainment, publishing, and rights of privacy and publicity
- Trademark Trial and Appeal Board (TTAB) oppositions, cancellations and appeals
- Unfair competition, false advertising and trade disparagement counseling
- Advertising, marketing and promotional campaigns

REPRESENTATIVE CLIENTS

- | | | | |
|---------------------|---------------------|---------------|-----------------|
| • Boeing | • Getty Images | • Nautilus | • Pampered Chef |
| • Continental Mills | • LaCrosse Footwear | • New Balance | • REI |
| • Costco | • Lindt | • Nintendo | • Square |

RECENT INDUSTRY RECOGNITION

- Recognized as a leading trademark firm in the United States by the *World Trademark Review 1000*
- Ranked Tier 1 nationally in trademark law and previously named the "Trademark Law Firm of the Year" by U.S. News - Best Lawyers®
- Recognized nationally for trademark prosecution and litigation in the United States and for trademark law in China (foreign firms) by *Managing Intellectual Property*
- Recognized as one of the top trademark firms in *China Business Law Journal* and *Asian Legal Business*

AREAS OF EMPHASIS

TRADEMARK, COPYRIGHT & DOMAIN NAMES

Perkins Coie focuses on all aspects of domestic and international trademark work, including counseling, clearing trademarks for use, registration, licensing and enforcement. We regularly utilize our vast network of highly qualified foreign trademark agents around the world for filings and foreign prosecution of trademark applications. Our attorneys also protect and enforce copyrights through registration, counseling and agreements. We have deep experience with new technologies as well as more traditional content protection issues. Additionally, we regularly manage internet domain name, website and social media issues. Our attorneys also counsel clients on complex and strategic legal and business matters relating to domain names.

ENFORCEMENT & LITIGATION

Perkins Coie has extensive experience working with clients to develop and implement global IP monitoring, investigation and enforcement programs. We partner with clients to monitor U.S. and international watch notices and develop systematic enforcement programs to reduce the risk of brand dilution and consumer confusion presented by worldwide trademark filings. Our attorneys have deep experience litigating trademark, trade dress, dilution, unfair competition, false advertising, false endorsement, copyright, domain name, gray market and anti-counterfeiting claims in courts across the country. Our team also routinely handles trademark opposition and cancellation proceedings before the TTAB as well as Uniform Domain-Name Dispute-Resolution Policy (UDRP) proceedings involving domain names. Our attorneys are active members of leading anti-counterfeiting organizations, including the International AntiCounterfeiting Coalition (IACC) and the International Trademark Association (INTA). We implement proactive programs to protect and strengthen our clients' most valuable brands and copyright-protected assets from counterfeiters and improper reimportation.

ADVERTISING, MARKETING & PROMOTIONS

Perkins Coie helps in-house legal and marketing teams plan and execute advertising, marketing and promotional campaigns that comply with the complex and rapidly changing state, federal and local laws in print, broadcast, digital and social media. Our attorneys also defend companies accused by consumers, competitors or regulatory agencies of violating these laws. We approach regulatory compliance issues efficiently and comprehensively, helping brand owners identify key questions and providing clear and practical guidance on how to address regulatory hurdles.

INTERNET GOVERNANCE & REGULATORY

Perkins Coie's internet governance professionals have significant experience with internet-related IP issues impacting leading companies. We work with clients on developing internet governance, brand protection, registration and enforcement strategies, including the selection and acquisition of established generic top-level domains (TLDs), country code top-level domains (ccTLDs), the generic top-level domains (gTLDs) introduced by the Internet Corporation for Assigned Names and Numbers (ICANN), social media handles, and other online assets that will provide offensive and defensive protection for their brands.

CHINA IP LAW

Perkins Coie has deep experience supporting multinationals with the registration, prosecution, maintenance and enforcement of IP rights in China and assists clients across diverse industries. We have obtained significant customs and administrative seizures, eliminated or recovered pirated trademarks, put counterfeiters behind bars, and achieved and enforced groundbreaking injunctive orders and court judgments for our clients.

ART, ENTERTAINMENT & SPORTS

Perkins Coie counsels on a wide variety of matters for art, entertainment and sports clients. We have expertise in addressing complex issues at the intersection of entertainment, technology and intellectual property law. Clients rely on our multidisciplinary experience, including intellectual property protection and enforcement, entertainment-related contracts, rights clearance, acquisition and management, corporate and financial transactions, and contract disputes. We also expand the value of trademarks and copyrights through licensing and merchandizing arrangements.