

# TRADEMARK, COPYRIGHT AND BRAND PROTECTION

## Securing Your Brand. Guarding Your Goodwill.

In a marketplace teeming with competition, the challenges of establishing and protecting your brand—your key to communicating the quality and uniqueness of your products and services—grow more intense every year. And, as technology evolves and as non-traditional branding applications proliferate, building the value of your goodwill and creating core equity become more important—and more difficult to achieve.

Thriving in this aggressive environment requires the skilled, vigilant involvement of an experienced intellectual property legal team with a regional, national, and global reach. Clients rely on Bond's experience in all phases of brand protection and IP law: trademarks and advertising, copyright, trade secrets, trade dress, privacy, and licensing and marketing arrangements.

Bond's Trademark, Copyright and Brand Protection team supports clients of all sizes and in all phases of development. Our clients are significant players in industries such as medical and mechanical devices, computer software and hardware, manufacturing, pharmaceuticals, telecommunications and e-commerce technologies.

As needed, we assist clients with IP matters that stem from mergers and acquisitions, financing and other transaction activity.

### Trademark Service Areas

In trademark matters, Bond takes a comprehensive approach. Our attorneys follow the life of a mark—from selection, clearance, prosecution, and maintenance—to portfolio management, audits, licensing, watch services and litigation. We currently manage more than 2,000 active trademark files worldwide. In addition, we represent clients in matters involving trade dress, trade secrets and advertising.

Whether our client is a major multinational, an innovator with a national reach or a local startup, Bond offers trademark services including:

- Strategic brand counseling
- Trademark portfolio management
- Global trademark licensing
- Availability searches and opinions
- Oppositions and cancellations
- Protection proceedings before the U.S. Patent and Trademark Office, and before state authorities
- Coordination with our network of associates and the Patent Cooperation Treaty for trademark matters outside the United States
- State and common-law trademark protections
- Trademark audits
- Litigation and enforcement

### About Bond, Schoeneck & King

Bond serves individuals, companies and public-sector entities in a broad range of areas.

With more than 300 lawyers and 14 offices, we represent clients in manufacturing; agribusiness; commercial lending and real estate and construction; energy; health care and long term care as well as municipalities, school districts, higher education and other exempt and nonprofit organizations. We maintain 10 offices across New York; and one each in Boston; Kansas City; Naples; and Newark.

Bond is committed to understanding our clients' needs and providing comprehensive, practical, high-quality and responsive solutions. We strive to maintain the highest professional and ethical standards, and to provide leadership in community activities, pro-bono work and service to the Bar.

For more information, visit [bsk.com](http://bsk.com).

We also collaborate with the client's marketing team on strategies to maximize the trademark portfolio's value.

### Copyright Service Areas

Likewise, Bond attorneys are skilled in handling copyright litigation, licensing, prosecution and counseling for clients across industries where protecting and leveraging intellectual property is imperative. Clients rely on our counsel and representation in copyright publishing, licensing, enforcement and fair-use matters.

We regularly handle U.S. Copyright Office registration procedures and deposit requirements, and matters involving the Digital Millennium Copyright Act (DMCA), which governs music and video distribution, website linking and enforcement.

Further, Bond's IP litigation team handles high-stakes matters such as copyright infringement class actions, disputes involving incorporating copyrighted standards into government statutes, and calculating damages for infringement violations.

### Privacy Services

As part of our comprehensive commitment to our clients' long-term success, Bond emphasizes developing privacy policies and practices that avert disputes—thereby sidestepping business disruption and maintaining brand reputation. When such disputes prove unavoidable, however, Bond taps our considerable experience to resolve them as efficiently as possible.

### Online Business and Social Media Matters

Bond assists clients in online business and social media matters including data security, e-commerce, direct email marketing and CAN-SPAM Act compliance issues, social media policies, social media handles and domain names, and legal issues involving search engine optimization and keyword advertising, copyright fair use, and trademark fair use.

We work with clients to develop website policies that limit liability around terms of service, user-generated content and privacy, and adhere to DMCA provisions.

### Why Choose Bond

- **Refreshing Value Structure.** Bond's lean staffing models and low-cost office locations allow us to deliver partner-level attention and efficient support for less than our competitors charge. And, with our most experienced professionals directing and streamlining your case, Bond eases the demands on your time and the disruptions to your business.
- **Well-Regarded by Colleagues.** Best Lawyers®, Super Lawyers® and Martindale-Hubbell have recognized members of Bond's IP team.
- **Exceptional Pedigrees.** Not only do our lawyers regularly face off against the top firms, but many of us have built track records inside the country's biggest and best-known firms. Bond members have been members at Kirkland & Ellis, Proskauer Rose, Fulbright & Jaworski, and Nixon Peabody. Bond's team also includes the former chief Trademark Counsel from Eastman Kodak who managed its worldwide trademark portfolio.

#### Contacts:

**Terria P. Jenkins**  
585.362.4716  
tjenkins@bsk.com

**Jessica L. Copeland**  
(716) 416-7034  
jcopeland@bsk.com

