

Intellectual Property | Artificial Intelligence (AI) | Technology | Life Sciences | Commercial | Litigation & Dispute Resolution | Telecoms & Media

Trademarks

Protecting Your Trademarks

At Gornitzky, we understand the crucial role that trademarks play in distinguishing your business and protecting your brand identity. Our dedicated team of trademark attorneys brings a wealth of experience and a proven track record in both trademark prosecution and litigation, ensuring your intellectual property is secured and your business is poised for success.

Our Expertise

Trademark Prosecution

- **Comprehensive Searches:** We conduct thorough trademark availability searches to evaluate potential conflicts and registrability of your trademark.
- **Application through to Registration:** From filing to registration, we navigate the complexities of trademarks examination, managing all aspects of the prosecution to secure your trademark registration.
- **Portfolio Management:** We provide strategic advice on trademark portfolio management, helping you to maintain, enforce or defend, and expand your trademark rights domestically and internationally.

Trademark Litigation

- **Enforcement & Defense:** Whether enforcing your trademarks against infringers or defending your rights in oppositions, cancellations our court, we are expert at handling high-stakes disputes.
- **Assessing Litigation:** We assess risks, consider business implications, and develop effective strategies tailored to protect your interests and achieve favorable outcomes.
- **Global Reach:** For international disputes, we work seamlessly with a network of foreign associates to ensure your trademarks are protected worldwide

How Do We Do It?

- **Client-Centric:** At Gornitzky we work closely with you to understand your business objectives and align our strategies and costs structure to your needs and budget.
- **Collaborative Teamwork:** Our trademark attorneys collaborate across practices at Gornitzky, to provide comprehensive overview and support, integrating expertise from our corporate, commercial, international, Hi-Tech and technology teams.

- **Innovative Solutions:** We leverage cutting-edge technology, AI tools and legal strategies to navigate the evolving landscape of trademark law, delivering efficient and effective solutions.
- **Success Stories:** Our success stories range from securing pivotal trademark registrations for startups to winning landmark litigation cases for multinational corporations. Each victory underscores our commitment to excellence and our passion for protecting our clients' innovative and outstanding brand identities.

Contact Us

Let Gornitzky's IP team be your partner in navigating the complexities of trademark selection, prosecution and litigation. Contact us today to schedule a consultation and learn how we can protect and enhance your valuable intellectual property assets.

Key Contacts



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