

RATNERPRESTIA'S TRADEMARK PRACTICE

RatnerPrestia's trademark prosecution practice is concentrated in Wilmington, Delaware, which offers a number of strategic advantages.

- Our team of attorneys and trademark specialists are experienced in all aspects of domestic and foreign trademark prosecution and enforcement.
- Wilmington, Delaware is beneficial to Delaware Intellectual Property Holding Companies, for whom having trademark counsel located in-state is one factor considered by the courts in determining whether a holding company has a sufficient nexus with Delaware.
- RatnerPrestia's Wilmington Office, located only blocks from the courthouse, is ideally suited for its attorneys to serve as both lead and local counsel for trademark cases brought in the District of Delaware. The Delaware State Chamber of Commerce reports that Delaware is the state of incorporation for half of the Fortune 500 companies and half of the companies listed on The New York Stock Exchange, meaning that Delaware potentially has jurisdiction over a large number of litigants.

CONTACT:

Rex Donnelly
Chair, Trademark Practice
(302) 778 2500
radonnelly@ratnerprestia.com

VALLEY FORGE
SUITE 301
1235 WESTLAKES DRIVE, BERWYN
P.O. BOX 980
VALLEY FORGE, PA 19482
PH (610) 407 0700
FX (610) 407 0701

WILMINGTON
SUITE 1100, NEMOURS BUILDING
1007 ORANGE STREET
P.O. BOX 1596
WILMINGTON, DE 19899
PH (302) 778 2500
FX (302) 778 2600

ALLENTOWN
SUITE 265
COMMERCE CORPORATE CENTER
5100 TILGHMAN STREET
ALLENTOWN, PA 18104
PH (610) 530 8100
FX (610) 530 8200

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WWW.RATNERPRESTIA.COM

RATNERPRESTIA TRADEMARKS

**WHEN YOUR BRAND
IS YOUR IDENTITY...**



WHAT'S IN A NAME? SOMETIMES EVERYTHING.

Strong brands are often among a company's most valuable assets. RatnerPrestia recognizes the value and importance of trademarks and service marks to good branding and is dedicated to providing clients with outstanding legal services focused on selecting, protecting, maintaining, and enforcing marks.

Developing and maintaining a strong brand goes beyond clearing marks and obtaining registrations. It involves:

- choosing marks with an understanding of the marketplace and available scope of protection,
- creating and following guidelines for consistent use,
- incorporating internet use into a branding strategy,
- negotiating agreements and licenses with other parties,
- policing for misuse and infringement, and
- enforcing rights.

RatnerPrestia is able to assist its clients in every aspect of building and maintaining a strong brand.

WHY CHOOSE RATNERPRESTIA?

From providing initial counseling when selecting and clearing marks, to applying for registration of marks in the U.S. and abroad, to offering guidance regarding proper use and enforcement of marks worldwide, RatnerPrestia has the experience and resources to help protect and strengthen trademark portfolios of any size.

- By coordinating trademark searches and providing analysis of search results before the launch of a product or service, RatnerPrestia provides concise and focused advice on whether and how to use a prospective mark.
- Once a mark is selected, RatnerPrestia uses its extensive experience in preparing and prosecuting applications for registration in the United States Patent and Trademark Office, and coordinating protection through a global network of foreign associates to assist in securing registrations worldwide.
- With its knowledge of protection strategies, such as the Madrid Protocol, RatnerPrestia helps domestic clients minimize the cost of procuring foreign trademarks and helps foreign clients extend protection into the United States from abroad.
- When it is necessary to fight, RatnerPrestia's U.S. litigation experience in the federal courts, as well as administrative proceedings such as Oppositions/Cancellations before the Trademark Trial and Appeal Board (TTAB) and domain name disputes brought under the Uniform Domain-name Dispute-Resolution Policy (UDRP) results in business oriented litigation strategies.
- RatnerPrestia's experience managing foreign trademark litigation includes coordinating actions in several countries simultaneously to combat infringement on multiple fronts.

In short, RatnerPrestia's full-service approach to trademark protection assists clients in every aspect of building and maintaining a strong brand.

OUR PHILOSOPHY

Whether you are in-house counsel for a large corporation with a multitude of marks, or an executive in a small business with only one or two, we know you are busy. We believe attorneys should provide solutions, not problems. We strive to understand our clients' businesses, give them prompt service, provide as much information as possible and, most importantly, supply well-reasoned suggestions and guidance.

- We explain issues and make recommendations so that our clients can confirm a suggested course of action or select from a number of simply-outlined options.
- When suitable specimens of use are available from public sources, we go out and find them and advise our clients, saving them time and effort.
- We suggest options and work creatively with clients to find the best answer to difficult or non-routine problems.
- When a client needs to clear a mark for a presentation tomorrow (or even later the same day), we'll do whatever it takes to get the answer to meet our client's schedule.

We know that sometimes resources are limited. With that in mind, we regularly provide suggestions on how to minimize legal fees, and how to keep portfolios lean and productive.

We also know that sometimes a mark is so important it deserves every possible protection. In such situations, we help our clients build a fortress of protection in the areas that are most strategic.

Our philosophy is to provide individualized service that allows our clients to minimize their time worrying about trademarks and maximize the protection they receive for the dollars they spend.