

Trademarks & Domain Names

Trademarks, trade dress and domain names are the primary means by which companies achieve recognition in the marketplace for their goods and services. The goodwill of a company is inextricably tied to the strength of its brand and, as a result, a company's trademark or trade dress is quite often its most valuable asset. Our lawyers assist clients with all aspects of branding, ranging from adopting new trademarks, trade dress and domain names, to securing trademark registrations, to policing the marketplace, to resolving conflicts between brand owners, to exploiting the brand.

Goulston & Storrs maintains a substantial trademark prosecution practice before the U.S. Patent and Trademark Office and is currently managing and developing US and international trademark portfolios for clients in a wide range of industries. From trademark clearance searches, to trademark prosecution and proceedings before the Trademark Trial and Appeal Board, we successfully secure the strongest and broadest brand protection possible for our clients. We also work closely with clients to develop, maintain and protect their web presence through the acquisition and protection of domain names, including counseling clients in connection with new generic top level domains (gTLD).

One of the most critical components of trademark protection is enforcement. Together with our IP Litigation group, the Trademark and Domain Names group represents a wide range of clients in trademark and domain name disputes, ranging from Fortune 500 companies, international retailers and famous brand owners, to start up companies, non-profits and entrepreneurs. Representing clients in both enforcing and defending against trademark claims, our Trademark & Domain Name group has experience litigating trademark disputes in state and federal courts around the country and before the Trademark Trial and Appeal Board, as well as engaging in alternative dispute resolution processes, including proceedings under the Uniform Domain Name Dispute Resolution Policy (UDRP).