

Trademarks and Brands

We assist clients in all aspects of global trademark and brand protection. We work closely with our clients to help them select trademarks and develop brand protection strategies designed to fit their business needs and objectives. We currently manage more than 4,000 pending and registered marks in 146 countries.

We find efficient and creative ways to protect and increase the value of our clients' trademark portfolios. In addition to helping clients manage and enforce their brands globally, our trademark team includes experienced trial lawyers who have handled significant infringement actions across the country. Members of our team also have considerable experience in sophisticated licensing and franchising representations.

Our trademark team provides a broad range of domestic and international trademark services including:

- Mark selection and clearance
- Registration and maintenance
- Litigation and dispute resolution
- Trademark Trial and Appeal Board proceedings
- Policing and enforcement
- Unfair business practices
- Domain name issues and disputes
- Anti-counterfeiting
- Global licensing

Representative Matters

Miller Canfield actively manages global trademark portfolios of a wide range of companies, including Fortune 500 companies.

We regularly represent clients in a wide variety of proceedings at the Trademark Trial and Appeal Board. One noteworthy multi-proceeding involved two national giants in the financial services industry, at least seven trademarks, and simultaneous opposition and cancellation proceedings.

Representative matters include:

- Obtained summary judgment and discovery sanctions on behalf of beverage manufacturer in action for misappropriation of trade secrets and copyright and trademark infringement
- Represented automotive Original Equipment Manufacturer (OEM) in trademark enforcement matters across all of its brands, including trademark oppositions and cancellations
- Manage, protect and enforce domestic and international trademark portfolio for a national brand of boxed baking mixes
- Manage, protect and enforce trademark portfolio for a software company whose software is used in 2,089 production facilities in 22 countries around the world

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- Manage, protect and enforce trademark portfolio for a construction company that builds stadiums, hospitals, school buildings, manufacturing facilities and other commercial buildings across the country
- Coordinated and managed multiple trademark infringement lawsuits in Brazil on behalf of franchisor against former master franchisee and sub-franchisees.
- Successfully represented a multinational manufacturer in a trademark dispute against a former employee who misappropriated trademarks as part of a bait and switch scheme, obtaining judgment against the former employee and a permanent injunction enjoining the wrongful activities
- Successfully represented a high-end food distributor in a trademark dispute with a competitor relating to the competitor's trademark infringement and false designation of origin of goods
- Represented restaurant chain in a trademark dispute involving claims of analogous use. Served as lead counsel and successfully settled the matter on favorable terms
- Enforced Boeing Company's trademark rights against an adult entertainment company that was infringing Boeing's trademark. *The Boeing Company v Top Flight Entertainment, Ltd, et al.* (Eastern District of Michigan Case No. 98-722262)
- Worked with the owner of one of the world's best-known trademarks to investigate a counterfeiting ring, resulting in federal criminal charges, and handled related civil litigation bringing the counterfeiting to an end. *The Coca-Cola Company v Cecil D. St. Pierre, et al.* (Eastern District of Michigan case no 08-14338)
- Successfully completed coexistence arrangement providing targeted publicity for touring world-famous rock group