



Trademark & Copyright Services

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OVERVIEW

Adler Pollock & Sheehan's Intellectual Property attorneys represent clients in nearly every industry and provide strategic counseling on trademark branding and copyright issues that include clearance, selection, use and enforcement. Our attorneys have extensive experience in not only assisting individual entrepreneurs but also managing large international/global portfolios to ensure our clients success in the global marketplace.

As a full-service law firm, AP&S draws on attorneys from all practice areas, including litigation, tax, mergers and acquisitions, intellectual property, real estate, and business and finance, to provide our clients with resources to address all their business needs.

On a daily basis, our attorneys counsel individuals, new startups and Fortune 500 companies on the procurement and monetization of their intellectual property assets including intellectual property protection strategies, licensing and technology transfers, due diligence in relation to business transactions, guidance to avoid infringing on the intellectual property rights of others, internet domain name registration and use, and copyright protection and registration.

We assist clients in the protection and monetization of their creative works, negotiate agreements for the licensing and distribution of those copyright rights, and assist clients with domain name disputes.

Areas of Concentration

- Academic and research institutions
- Manufacturing
- Medical devices
- Health care
- Retail and consumer products
- Software

- Food and beverage
- Apparel
- Jewelry
- Communications
- Gaming
- Semiconductors
- Sporting goods

REPRESENTATIVE MATTERS

- Negotiating a license agreement with a major television network for trademarks on bottled water.
- Creating and updating website privacy policies and terms of use policies for a variety of clients.
- Successfully defended and prosecuted trademark and copyright infringement claims for one of the largest infomercial and direct TV companies.
- Securing the transfer of numerous Internet domain names through arbitration (UDRP) proceedings.
- Representing the purchaser of a large portfolio of copyrighted jewelry designs from a Chapter 11 bankruptcy.
- Litigated over 100 matters before the Trademark Trial and Appeal Board with successful results.
- Won multiple Uniform Domain Name Resolution proceedings before the National Arbitration Forum.
- Handle a substantial trademark portfolio in the DRTV (direct response television) industry.

SEMINARS / PUBLICATIONS

[Leave Your Mark: How to Protect Your Brand with Trademarks](#)

Presenter: Cheryl Clarkin

Are you a startup business that wants to build a strong brand? Are you planning to launch a new product or service and want information on why protecting trademarks is important? If so, please click here to view this webinar that will provide you with valuable information on the basics of selecting, protecting and enforcing your brand?

INNOVATOR'S SPRINGBOARD

Innovator's Springboard®
A Business Resource to Intellectual Property in the United States

Welcome to Innovator's Springboard®

The attorneys at AP&S understand that navigating the intellectual property system in the United States can be overwhelming. That is why we have created Innovator's Springboard, a simple guide designed to walk you through the legal landscape and help turn your great innovations and ideas into valuable business assets.

What is Intellectual Property?

The World Intellectual Property Organization (WIPO) defines intellectual property (Intellectual Property) as "creations of the mind, such as inventions; literary and artistic works; designs; and symbols, names and images used in commerce."

Some "creations of the mind" can be registered and legally protected by patents, trademarks, or copyrights. Other IP can be protected under trade secret law. This legal protection allows people to benefit from what they invent or create.

To learn more about the four different types of IP protection, click on one of the topics below to get started.

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Daniel J. Holmander is a Patent Attorney admitted to practice before the United States Patent and Trademark Office.