



LADAS & PARRY LLP
NEW YORK · CHICAGO · LOS ANGELES · LONDON · MUNICH

Trademarks

- ◆ Record of Successful Trademark Service Worldwide for Generations
- ◆ Far-Ranging Practice Spanning Numerous Industries and Fields, Serving Major Multi-nationals to Start-Ups
- ◆ Unique CTM Presence with Our Own European Qualified Attorneys
- ◆ U.S. & Worldwide Prosecution of Trademark Applications to Registration
- ◆ U.S. & Worldwide Trademark Oppositions/ Cancellations
- ◆ U.S. and International Trademark Searching & Clearance
- ◆ Experienced, Specialized Trademark Renewals & Maintenance
- ◆ Extensive Multi-Country Trademark Filing Programs
- ◆ Experienced in Utilizing International Trademark Treaties & Conventions



Ladas & Parry Trademark Practice Group

For over 90 years Ladas & Parry has enjoyed tremendous success in protecting trademarks worldwide. The Trademark Group knows and protects their clients' marks and business, bringing a practical problem-solving commitment, utilizing the benefits of long-term, detailed and comparative experience and analysis. Despite the movement to harmonize national laws, to pronounce them "uniform" belies the reality that significant differences still exist. At Ladas & Parry, we realize the importance of intense, in-depth protection of your marks both in the United States and in the different countries and jurisdictions where businesses must compete to survive and prosper. That intensive concentration on worldwide protection is our business now and has been for generations.

Trademarks are identifiers of a company's goods and services. They are critical business assets that represent enormous commercial value and investment. In today's shrinking world and ultra-competitive climate, trademark owners must maximize their protection of these serious assets everywhere, at home and abroad. Serious trademark assets demand serious protection by practiced hands, with an intensive worldwide perspective.

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Wide-Ranging U.S. and International Practice, For Trademark Holders Large and Small

The Trademark Group protects trademarks in a wide range of industries and fields. Our clients are some of the world's largest multinational companies, leading competitors in their fields, and start-up companies and entrepreneurs with a vision. Our clients offer consumer and industrial products and include manufacturers, retailers and service industries. Our clients' businesses run the gamut, including pharmaceuticals, health and beauty care, electronics, software, computers, apparel, entertainment, automotive, petroleum, food services, building products, chemicals, insurance, financial, banking and transportation rental and leasing services, to name just a few. Our firm has also been retained by U.S. and non-U.S. governmental agencies and has also acted pro bono for a number of organizations and associations. The wide-ranging scope of our trademark practice allows our clients to benefit from best practices of trademark protection across other fields and other industries.

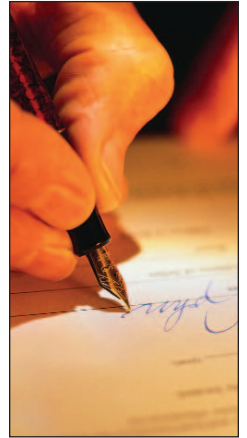
Wide Range of Services: Searching, Clearance, Application Prosecution, Enforcement and Maintenance



The firm's Trademark Group actively obtains, maintains, and enforces trademark rights throughout the world. We deliver a full range of trademark services, including: trademark searching, analysis, clearance, procurement, and prosecution in the United States and worldwide; and coordination of trademark protection programs, whether

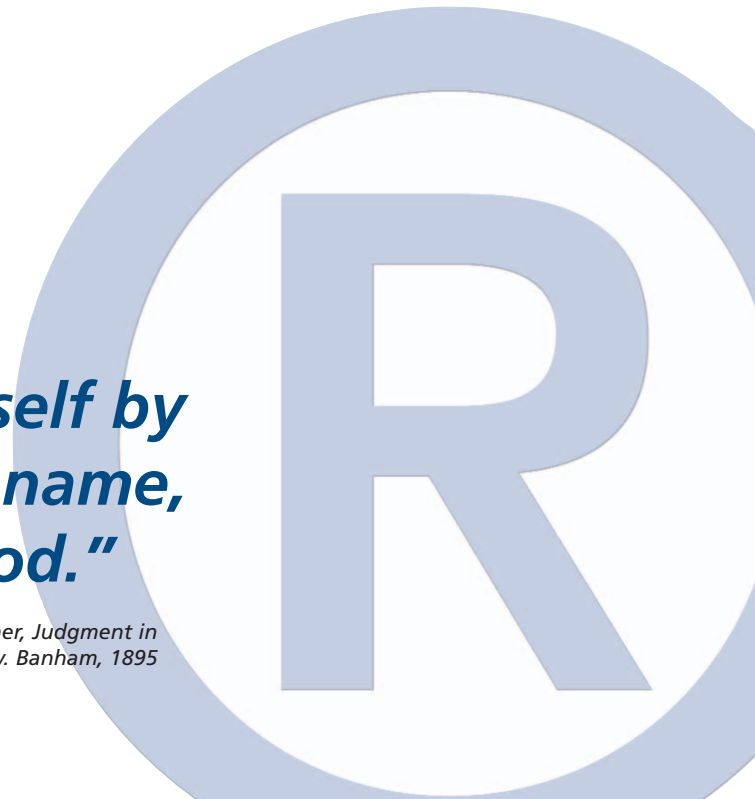
through multi-country filing programs, or in select jurisdictions. We protect trademarks through oppositions and cancellations, actions made more important by the huge volume of applications that the various Trademark Offices must examine, and by the growing number of jurisdictions that do not even examine applications for prior rights. This latter trend makes prior searching and clearance all the more important. The Group registers trademarks and trade names with the U.S. Customs Service and international border enforcement entities.

Our Litigation and Enforcement Group vigorously advances your litigation needs. They commence and defend trademark infringement actions, and associated types of unfair competition actions in federal and state courts. They have a strong background in complex cases, anti-counterfeiting and border enforcement, as well as in oppositions and cancellations within the U.S. Patent and Trademark Office. (See Litigation and Enforcement Practice Group Brochure for further details).



“Where a man calls himself by a name which is not his name, he is telling a falsehood.”

Lord Esher, Judgment in Reddaway v. Banham, 1895





“He that filches from me my good name... makes me poor indeed.”

*William Shakespeare,
Othello III, iii*

Resources and Experience to Handle Your Needs

Our size and traditions provide the resources and expertise to handle your needs with a responsive focus on your marks and your business. Our long-standing established relationships with skilled and trusted counsel around the world add to our ability for responsive and efficient service. In keeping with our history of innovation and client-centered focus, we were one of the first law firms in the intellectual property field with major information systems for efficient trademark management, and continue to invest in upgrading and expanding those resources to benefit all our clients. We are “strategic partners” with certain trademark clients requiring a customized arrangement.



Experience in Utilizing Trademark Treaties and Conventions

Our worldwide and wide-ranging focus has provided extraordinary experience and expertise in understanding and utilizing the provisions of trademark treaties and conventions. Our practitioners have often lent their expertise and leadership to professional organizations and legal education efforts in these areas. In certain jurisdictions, our partners have been prominent advisers in the formulation and drafting of trademark statutes, laws and regulations.

Specialized Renewal Departments

Properly maintained registrations offer perpetual protection; with the often detailed requirements of maintenance and renewal satisfied, trademark registrations can live on indefinitely. Our specialized renewal departments perform these tasks expertly and efficiently. All our skilled groups and departments - such as new application dispatch, renewals, title transfers, watch and digital brands - provide specialized, efficient and responsive service.

Unique CTM Presence

One of the most important developments in international trademark protection has been the opening of the European Union Trademark Office, called OHIM, with its attractive Community Trademark Registrations. These registrations cover the entire European Union, and they cannot be cancelled for non-use as long as use is made anywhere in that Union. Our firm has a unique CTM presence, with our own European qualified attorneys. We are one of the most active United States-based firms in CTM practice, and the growth of the European Union makes CTM registrations all the more important.

Ladas & Parry is uniquely positioned to assist clients in taking advantage of another important trademark development, the expansion of the Madrid System of international trademark registration to many countries, including the United States. We have decades of experience utilizing the Madrid System for our clients and we bring that experience to bear in helping trademark owners take advantage of, and avoid the pitfalls of, the Madrid System.

Our experience, our expertise, and our traditions enable us to handle the complex realities of a trademark owner's needs for strong trademark protection in a shrinking, but ever-changing, world.





The Ladas & Parry Advantage

Ladas & Parry's Trademark Practice Group draws on a unique blend of long and wide-ranging experience around the globe in trademark matters. Our expertise enables us to meet your needs in any jurisdiction and to best utilize your trademark resources. Our long tradition and ready resources enable us to stay abreast of complex strategies of trademark protection and enforcement in jurisdictions across the globe. Our size provides the flexibility to focus on each client, its marks, and its protection and enforcement needs. Our generations of experience provide practical, flexible and innovative solutions for our clients.

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