



Seyfarth's Trademark Practice

Combining strategic vision, extensive experience, and cutting-edge innovation, Seyfarth's Trademark Practice collaborates with clients to clear, manage, protect, and commercialize their brands, globally and locally.

Our team of skilled attorneys and IP specialists represents a diverse array of clients across various industries, from multinational corporations to groundbreaking startups.

Why Choose Seyfarth?

- **Comprehensive Scope:** Expertise in all facets of trademark and trade dress law, including trademark clearance, prosecution, portfolio management, and litigation.
- **Dynamic Team:** Skilled attorneys with diverse backgrounds, including experience as former in-house counsel and IP leadership roles.
- **Global Reach:** Capabilities spanning the globe with a robust international network of best-in-class trademark practitioners built over decades of practice.

Our Services

Trademark Clearance and Prosecution

Work with our clients to select marks and prepare and prosecute trademark applications worldwide to ensure trademarks are unique and legally protectable.

Trademark Litigation

Protecting clients' positions through trademark, false advertising, and unfair competition litigation in federal and state courts, and trademark tribunals around the world.

Advertising/Promotion

Clear advertising claims and promotions. Negotiate joint marketing and influencer agreements. Pursue claims before the National Advertising Division of the Better Business Bureau, as well as federal and state courts.

Trademark Licensing

Assist the commercialization of brands by building strong, compliant licensing programs.

Anti-counterfeiting

Structure and supervise international anti-counterfeiting initiatives, investigation, and enforcement.

Recognition

World Trademark Review 1000

Recognized, since 2019, as a top trademark practice in several jurisdictions, and national professionals in their field.

World IP Review 2024

Recognized nationally for contentious trademark work.

Chambers

Several Seyfarth Trademark attorneys are recognized in *Chambers* 2023-2025.

Best Law Firms 2025

Recognized as a Tier 1 national Intellectual Property practice by *U.S. News & World Report*.

Industries Served

Agriculture
Automotive
Cannabis
Consumer Goods
Food & Beverage
Energy Financial Services
Healthcare Manufacturing
Media & Production
Pharmaceuticals
Retail
Technology & Software
Telecommunications

Experience

- **Automotive:** Represented a Japanese multinational automotive manufacturer in trademark infringement and unfair competition cases.
- **Energy.** Represented energy company in trademark infringement and unfair competition cases.
- **Entertainment:** Provide anti-counterfeiting enforcement for a famous music group. Engaged in multi-million dollar licensing of music celebrity. Represented sports team and amusement parks in Lanham Act cases.
- **Financial Services:** Manage international trademark portfolio for diverse set of financial products in the financial technology space.
- **Food & Beverage:** Manage global trademark portfolio for international alcoholic beverage manufacturer, and US trademark portfolios for North American beverage manufacturer and distributor. Represent US and international restaurant chains in Lanham Act cases.
- **Pharmaceutical:** Protect famous trademarks in court and the USPTO, and coordinate protection internationally.
- **Retail/Consumer Goods:** Challenge false advertising claims before the Better Business Bureau's National Advertising Division. Managed global trademark portfolio and enforcement for consumer goods company. Represented toy company in Lanham Act cases.
- **Telecommunications:** Trademark procurement and enforcement for a provider of advanced technology and telecommunications solutions.

Innovative Solutions

- **Trademark Technology Solutions:** Financial Times Top 10 Innovative Firm, recognized for "standout" Trademark Clearance Tool.
- **Legal Project Management:** Utilize Seyfarth Link, a Seyfarth proprietary legal project management tool, for trademark portfolio management, providing clients with web-accessible tools for cost, matter and document management.
- **AI Expertise:** Over a decade of experience advising on AI-related IP issues, including the development of internal AI programs and policies, compliance with AI-related laws, and minimizing risk of unauthorized exploitation of IP assets as a result of AI platforms.

Client Testimonials

"I have seen firsthand the dedication, expertise, and professionalism of this team. They have provided excellent legal counsel and have gone above and beyond to ensure that our needs are met ... Their commitment to us as their clients is truly exceptional, and it is evident in the quality of work they produce."

"Seyfarth Shaw delivers experienced and effective trademark counsel. Employing a prompt, practical and efficient global portfolio management approach, the firm is a solid, seasoned choice for worldwide prosecution."

"...a brilliant one-stop shop for trademark services, home to a truly national trademark practice, with market-leading attorneys based in eight of the country's most important jurisdictions."