



## Trademark Litigation, Prosecution & Brand Protection

We help clients build powerful brands by using innovative, cost-effective development, maintenance, policing, and protection strategies. We are particularly adept at helping clients define, secure rights in, and enforce their brand assets and in developing effective approaches for global trademark and domain-name portfolio management.

Several factors set our Trademark Practice apart from our competitors' practices. First, we take the time to learn our clients' businesses. We pride ourselves on learning the nuances of our client's business in a way that allows us to provide sophisticated and strategic counseling, always keeping in mind the client's business goals.

Second, in addition to attorneys experienced in trademark prosecution and domain-name management, our Trademark Practice features seasoned litigators. Unlike many other practices, we do not need to "hand off" dispute matters to a separate team if a matter reaches litigation. This also means that we approach clearance, prosecution, and registration with the critical eye of a litigator, which allows us to provide practical advice informed by our years of experience when we are assessing the availability and risk of new marks.

### Key Contacts

Jennifer Golinveaux

### Areas of Focus

## Trademark Prosecution

We take a global approach to the adoption and enforcement of trademarks. We not only oversee U.S. and international trademark portfolios worldwide, we also search and clear trademarks for global use and ensure their protection by successfully prosecuting and defending our clients' marks. We also have a keen view on the interaction between trademarks and digital media, keeping in mind the effects of social media and domain names when we clear marks, as well as using our contacts and reputation in the digital media industry to eliminate issues for our clients.

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## Trademark Disputes & Litigation

We are well versed in the full spectrum of trademark disputes. We have a thriving practice before the U.S. Patent and Trademark Office, the Trademark Trial and Appeal Board, and federal district courts, handling a wide range of trademark *inter partes* proceedings and litigation in the United States and beyond. In addition to trademark, trade-name, service-mark, and trade-dress infringement and dilution, our attorneys regularly obtain winning outcomes for clients in connection with false advertising, unfair competition, consumer protection, anti-cybersquatting, and other disputes involving violations of the Lanham Act.

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## Trademark & Domain Name Portfolio Management

We not only manage domestic and foreign trademark prosecution deadlines, but also assist clients in determining when searches should be conducted, when applications should be filed, and when existing registrations should be renewed. We manage domain-name portfolios for clients, including country code top-level domain names, legacy gTLDs, and new gTLDs. Our lawyers are particularly skilled at helping clients develop a branding architecture that maximizes the power of the brand cost effectively. The firm has in-house trademark searching capabilities, allowing for same-day screening of the availability of proposed trademarks.

In jurisdictions where we do not have an office, we manage our clients' international portfolios through a trusted network of foreign associates. We know these foreign associates personally and have worked with many of them for years.

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## Internet & Web 3.0 Enforcement

We have a leading internet enforcement practice. Our clients in this space span many industries, from financial services companies to consumer packaged goods manufacturers. We have represented dozens of applicants and non-applicants in the ICANN new gTLD process. We assist our clients with lodgment of their marks within the Trademark Clearinghouse; identification of second levels to be defensively registered in the new gTLDs; and in ACPA, UDRP, and URS proceedings to ensure speedy recovery or take-down of abused domain names. We also work with our contacts at hosts and registrars to obtain urgent take-down of infringing internet content. Our attorneys are also versed in the nuances of protecting and enforcing brand assets in the Web 3.0 space and the emerging NFT industry.

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## Trademark Licensing

Our integrated team of commercial attorneys, IP lawyers, and litigators provides great value to our licensing clients. We deliver strategic advice tailored to each contract to help our clients build value through the licensing of IP assets.

[Learn More](#)

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## Related Capabilities

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Intellectual Property	Advertising Litigation	Patent Litigation	Litigation/Trials
Commercial Litigation & Disputes	Trade Secrets, Non Competes & Restrictive Covenants		
Copyright-Infringement Litigation	IP Licensing & Due Diligence	Food & Beverage	
Financial Services	Retail & Luxury	Technology, Media & Telecommunications	

## Recent Experience

American Multinational Hedge Fund and Financial Services Company Trademark Counseling

Winston Represented Health Brands Company in Trademark Infringement Case

Defended Generic Drug Manufacturer in Trade Dress Infringement Case

Driscoll's Trademark Counseling

## Related Insights & News

### RECOGNITIONS

Winston Trademark Team Recognized in the *WTR 1000* 2025 Rankings

JANUARY 29, 2025

### BLOG

No Time for Cat-and-Mouse Games: Another Federal Court Allows for Service of Patent Infringement Complaint via E-Mail on Foreign Defendants Residing in Mainland China, Skirting Hague Convention Procedures

OCTOBER 14, 2024

### CLIENT ALERT

USPTO Releases Updated Guidelines for AI-Related Patent Eligibility

JULY 22, 2024

### RECOGNITIONS

Winston & Strawn Attorneys Named as 2024 IP Stars

MAY 31, 2024

### RECOGNITIONS

Winston & Strawn Trademark Team Recognized in the *WTR 1000* 2024 Rankings

FEBRUARY 6, 2024

## **WEBINAR**

### **Decoding AI Law**

JANUARY 24, 2024

## **BLOG**

### **Lexis+ NFT Litigation and Regulatory Proceedings Tracker**

JANUARY 17, 2024

## **CLIENT ALERT**

### **Supreme Court Relegates VIP Products' Dog Toys to the Dog House**

JUNE 27, 2023

## **BLOG**

### **Bored Apes Earn Victory in Trademark Suit**

MAY 1, 2023

## **IN THE MEDIA**

### **LeElle Slifer Addresses New Claims Filed by Megan Thee Stallion Against 1501 Certified Entertainment**

APRIL 14, 2023

## **SPONSORSHIP**

### **Winston & Strawn Sponsors 2023 USC Gould School of Law Intellectual Property Institute**

MARCH 20, 2023

## **RECOGNITIONS**

### **Winston & Strawn Trademark Team Recognized in *WTR 1000* 2023 Rankings**

FEBRUARY 21, 2023