

Trademark, Copyright, Advertising and Media Practice (T-CAM)

Serving the full range of legal needs for emerging and established businesses worldwide seeking branding, marketing and media counsel

	Global trademark clearance, prosecution and maintenance		Copyright registration, counsel, enforcement and litigation		Anti-counterfeiting and anti-piracy
	Brand monitoring and enforcement		Ad clearance and claim substantiation		Sweepstakes, contests and promotions
	Trademark Trial and Appeal Board proceedings, and trademark and trade dress litigation		Advertising and NAD disputes		Technology licensing, transfers and IP due diligence

Some of the many industries we serve:

- Pharmaceutical and Medical
- Consumer Products and Retail
- Fashion
- Food, Beverage and Agribusiness
- Sports and Entertainment
- Media
- Technology
- Insurance and Financial Services
- Real Estate

T-CAM

ADVISING clients on a broad spectrum of business needs ranging from trademark, trade dress and copyright protection to advertising claim substantiation, negotiating agreements and drafting promotion rules.

STRATEGIZING to create innovative and cost-effective solutions in global trademark prosecution and maintenance, brand monitoring and enforcement, anti-counterfeiting, advertising and promotions.

LITIGATING a wide array of disputes in federal and state courts, at the Trademark Trial and Appeal Board of the U.S. Patent and Trademark Office, and at the National Advertising Division of the Better Business Bureau.

Committed to Clients

Enforcing, Protecting and Defending Their Rights

- *The Cousteau Society v. Celine Cousteau et. al.* (S.D.N.Y., C.D.Ca., D.Ct.)
(represented granddaughter of oceanographer Jacques Yves-Cousteau in multijurisdictional litigation with historical society over use of "Cousteau" surname)
- *Blackhorse et. al v. Pro-Football, Inc.* (T.T.A.B., E.D.Va.)
(represented Native American plaintiffs in landmark challenge to registration of name of Washington, D.C. professional football team)
- *Blue Book Servs., Inc. v. Farm Journal, Inc.*, No. 18 CV 07155, 2020 WL 419405 (N.D. Ill. 2020)
(granting Farm Journal's motion to dismiss entire copyright infringement claim)

Supporting Their Innovation

- Filed trademarks in more than **200** different countries
- Register over **1,500** trademarks each year
- Manage over **25,000** trademark applications, registrations and records
- **Thousands** of domain names seized or blocked through successful UDRP and URS proceedings
- **Millions** of dollars of counterfeit products seized and restitution awarded to clients

About Faegre Drinker

1,300+ attorneys,
consultants
and professionals

22 locations

Top 50 firm

Mansfield Certified
Plus for commitment to
diversity and inclusion