



# Trademark Law

## Key Contacts



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## Overview

Every business has a brand. Trademarks, trade names, logos, slogans, designs, and symbols — they are the tools you use to set your company apart, distinguish your goods and services, and represent your company to the world. Trademarks stand out, and so should your lawyers.

O'Melveny's team has the outstanding legal skill, passion, experience, and knowledge necessary to aid in selecting, clearing, and registering a new trademark, asserting or defending an established mark, or licensing a mark, whether on a local or global level, or something in between. O'Melveny approaches each project in the manner that has set us apart in the field for decades, representing some of the most well-known — and valuable — brands in the world.

## Accolades

**"With its national coverage and depth of expertise, the**

firm's bet-the-  
company labor and  
employment  
litigation practice is  
very well known."

*Legal 500 US*

- Trademark litigation (state and federal, including US International Trade Commission, US District Court, and US State Court proceedings, and appeals)
- Cease and desist letters, other demand letters, and takedown notices
- Trademark clearance – determining availability for use and registration
- Trademark registration, domestic and international
- UDRP and similar domain name proceedings
- USPTO proceedings (oppositions and cancellations before the Trademark Trial and Appeal Board)

## Clients

### Related Industries

- Consumer & Retail Products
- Entertainment & Media
- Technology

### Related Practices

- Intellectual Property & Technology
- Patent & Trademark Counseling, Licensing & Prosecution
- Patent & Technology Litigation
- Copyright Law