

## RELATED PRACTICES

- Copyright and Trademark
  - Internet & E-Commerce
  - Media Operations
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Lerman Senter has many years of experience helping clients establish and enforce their valuable trademark rights.

We counsel a wide range of clients regarding the availability, registration and enforcement of their marks, prosecute numerous trademark applications before the U.S. Patent and Trademark Office and state trademark authorities, and represent our clients before the Trademark Trial and Appeal Board (“TTAB”), and in federal trademark infringement and unfair competition litigation. We also represent our clients in administrative Uniform Domain Name Dispute Resolution Policy (“UDRP”) proceedings before panels of the World Intellectual Property Organization (“WIPO”) and the National Arbitration Forum (“NAF”), and otherwise assist our clients in the enforcement of their trademark rights on the Internet.

As part of this service, we also manage domestic and international trademark portfolios on behalf of our clients, and negotiate and draft trademark licenses and related documents.

Over the years, we have successfully applied these capabilities to secure and enforce our clients' valuable trademark rights, resolve disputes where possible, and otherwise provide our clients with advice that combines legal expertise with a practical understanding of the realities of today's business world.

## NEWS

- Louis Levy Selected to Serve on International Trademark Association's Panel of Neutrals
- The Six Steps to Streaming Music On the Internet
- Use of Keyword Triggers Can Trigger Problems for "Contextual Marketing" - By Lou Levy