



## Trademarks & Service Marks

Because every business is unique, Masuda Funai delivers the requisite knowledge and flexibility to protect each client's valuable trademarks and service marks. In advising on new marks, we analyze such factors as the maturity of the mark, anticipated investment, and the duration of use of the mark within our client's IP portfolio. We conduct availability searches and advise on comprehensive trademark analysis. We prepare trademark and service mark applications filed with the United States Patent and Trademark Office (USPTO), and closely monitor applications to ensure all actions or other requests are immediately responded to and addressed.

In addition, we render trademark validity and infringement opinions, negotiate and draft trademark licenses and franchise agreements, as well as protect such assets in mergers, acquisitions, investments and due diligence endeavors. We also counsel our clients on using their marks correctly by identifying possible problems before a conflict can arise, as well as by searching, clearing, filing and registering trademarks, service marks and domain names in the U.S. and abroad.

Our firm has developed a strong and deep network of foreign associates around the world that can assist us in protecting our client's IP assets. We have adopted a seamless process with our foreign associates in order to safeguard our client's IP assets internationally.

Notably, our attorneys file and defend trademark and service mark Oppositions and Cancellations before the Trademark Trial and Appeal Board (TTAB), as well as defend our client's trademarks and service marks in civil actions, Uniform Domain-Name Dispute-Resolution Policy (UDRP) domain proceedings, and before other global administrative bodies. We aggressively fend off cybersquatters, typosquatters and metataggers, as well as litigate disputes involving trade tress, trade names, unfair competition and comparative advertising.