

## Trademark Prosecution

### Practices and Industries

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#### PRIMARY CONTACTS

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Haynes Boone prosecutes and registers trademarks with the U.S. Patent and Trademark Office and assists with registration in every foreign jurisdiction. Our trademark lawyers handle complex foreign and domestic trademark issues every day, and have the experience and knowledge to anticipate, and thus minimize, potential problems when advising our clients about the selection of new marks and the filing of trademark applications. This experience results in fewer challenges to, and rejections of, our clients' filings, reducing the overall cost of establishing and protecting new brands.

The trademark group at Haynes Boone is consistently listed as one of the elite groups by *World Trademark Review* in its annual WTR 1000. WTR calls Haynes Boone "one of the best-known names in the American trademark practice," and attributes this ranking to the "cost-conscious, internationally acclaimed" group's "astounding expertise and a commitment to top-level, flexible customer service."

Our team is highly active in the trademark community and regularly serves in leadership positions with the International Trademark Association (INTA), including service on its Board of Directors and co-chairing INTA's Annual Meeting.