

## TRADEMARKS, ADVERTISING AND BRAND MANAGEMENT

Practice

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### PRIMARY CONTACTS

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Haynes and Boone's Trademark Practice Group is honored to protect and enforce its clients' marks, which include some of the world's most famous brands. We would welcome the opportunity to add your name to that group of brand owners. Whether an issue involves trademark clearance, prosecution, enforcement and licensing, cancellations and oppositions, domain name disputes, or trademark litigation, we serve our clients with highly advanced integrated service and positive results. *The World Trademark Review (WTR) 1000* recently recognized our trademark practice group as one of the elite groups in the country, reporting that the group's "attentive, knowledgeable, and personable lawyers win enthusiastic applause for their resourceful collaboration, shrewd staffing of cases, effective cost control and excellent client rapport."

The Haynes and Boone Practice, with more than 30 trademark lawyers and paralegals, is particularly distinguished by our experience and success in sophisticated, high-impact matters such as international clearance and enforcement of marks, social media counseling, oppositions and cancellations, and trademark and unfair competition litigation (more than 50 recent and current cases in more than 20 jurisdictions). We have extensive experience in domestic and international trademark matters, including the management of an active trademark docket of approximately 4,000 applications and registrations in more than 180 countries, the successful handling of numerous oppositions, cancellations, UDRP domain name disputes, and of course, trademark infringement suits in federal court.

As we regularly handle complex foreign and domestic trademark issues, our trademark attorneys have the experience and knowledge to anticipate, and thus minimize, potential problems when advising our clients about the selection of new marks, the development of enforcement strategies, and the filing of applications. This experience results in fewer challenges and rejections to our clients' filings, and reduces the overall cost of establishing and protecting new brands. Finally, because we ask our clients about their specific goals for each matter, we gain an understanding of how those goals fit within their broader objectives. Knowing our clients' goals and priorities allows us to continually minimize our clients' trademark legal expenditures by developing branding and enforcement solutions that are cost appropriate and match our clients' business needs.

Our trademark attorneys currently represent sophisticated brand owners in managing and optimizing their trademark portfolio and enforcement programs, including the following representative group:

- AT&T
- Dropbox
- Galderma Laboratories
- Halliburton
- Krispy Kreme
- Mattress Firm

- Michaels Stores
- National Football League
- Outback Steakhouse
- Panda Restaurant Group
- Reddy Ice
- Tuesday Morning
- Wild Oats
- Yamaha Motors