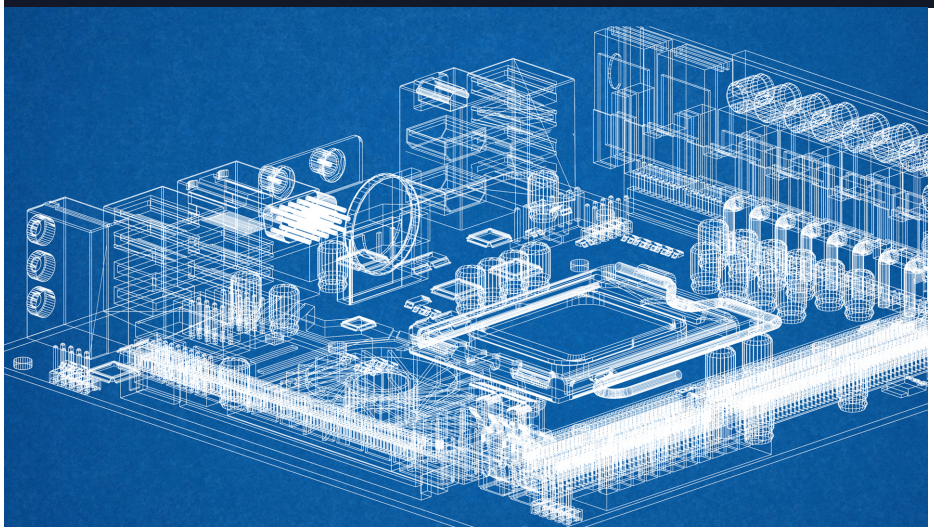
BARNES & THORNBURG LLP



TRADEMARKS

Brand Protection

Barnes & Thornburg lawyers have helped clients obtain, preserve, and protect all kinds of trademarks worldwide - for companies, for products, for services, and for organizations - in numerous industries.

Barnes & Thornburg's Trademark Practice:

- Has handled more than 50,000 trademarks globally across all classes;
- Currently handles over 15,000 registered trademarks;
- Handles or has handled trademarks in 87 countries;
- Currently handles over 500 active disputes regarding trademark rights worldwide.

Our trademark attorneys handle all aspects of trademark law.

Including:

- clearing trademarks for use and registration
- selecting and adopting new names, marks, and slogans
- obtaining worldwide trademark registrations
- maintaining trademark portfolios
- licensing trademarks
- franchising
- enforcing trademark rights.

Why Barnes & Thornburg?

Finding new ways to help clients identify solutions and new business opportunities, across industries, is at our core. We are, at times, more than lawyers, we are advisers bringing new ideas to light. We understand what keeps you up at night and work collaboratively to find practical and creative solutions, at the heart of business.

RELATED PRACTICES

Intellectual Property

Trademark attorneys provide advice through the life cycle of a trademark and formulate national and international filing, enforcement, and anti-counterfeiting strategies.

Our lawyers also help clients identify, and take steps to avoid, legitimate rights of their competitors.

For example, they:

- Conduct and supervise trademark searches
- Render opinions regarding the scope and validity of trademarks owned by others.

Barnes & Thornburg IP lawyers negotiate and draft agreements to obtain intellectual property rights belonging to others. We also proactively inform clients of recent developments in the law through regular seminars and training sessions and periodic Trademark Alerts.

Members of the IP Department have experience litigating cases in many jurisdictions and forums throughout the United States and abroad, ranging from opposition proceedings in the United States Patent and Trademark Office to proceedings before the International Trade Commission and elsewhere.

Barnes & Thornburg also helps clients to actively protect intellectual property interests in cyberspace. Our lawyers were some of the first in the nation to file complaints under the ICANN Uniform Domain Name Dispute Resolution Policy and have filed numerous ICANN actions since. We filed a claim under the Anticybersquatting Consumer Protection Act only three days after the act became law. We have helped clients stop infringers from violating our clients' rights by misusing client trademarks on websites and in metatags. Trademark protection does not stop at the borders of the United States; our trademark litigators work with foreign counsel to help protect clients' trademark rights abroad and help stop international cybersquatters.