

# YOUNG BASILE

## Practice Area | Trademark

Our clients rely on us to protect their brands and reduce the risks associated with new product introductions. Young Basile's trademark team provides a full range of trademark services to clients in the United States and around the world.

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### Our Capabilities

Young Basile has an experienced team of trademark practitioners who have prepared and prosecuted thousands of trademark applications for clients ranging from entrepreneurs to multinational companies. We have an extensive network of foreign associates to ensure that the trademarks of our clients are also afforded protection throughout the world. Our trademark practice was ranked Tier 1 nationally by Best Lawyers for 2016.

Our trademark work also includes:

### Clearance Studies

We help clients to identify and resolve potential trademark conflicts before going to market with new brands or brand extensions. Our phased review approach allows clients to quickly and efficiently rule out marks that may be unavailable before expending significant resources on clearance.

### Litigation

Young Basile provides aggressive but cost-effective litigation services for defending and enforcing trademarks and related claims such as unfair competition. We also handle oppositions and other trademark proceedings before administrative agencies.

### Licensing

Our attorneys have handled many trademark licenses as well as merchandising and certification mark programs. We also handle the acquisition and divestiture of brands and product lines.

### Transactional Support

We provide support to corporate attorneys representing investors and acquiring companies in mergers & acquisitions, initial public offerings (IPOs), venture capital and private equity transactions. As transaction lawyers ourselves, we understand the dynamics, pace and culture of these deals and can quickly and effectively assist in reviewing a target company's trademarks and related matters.