



HOFFMANN EITLE

Trademarks and Designs



Our expertise

- Infringement proceedings in trademark, design and competition law disputes
- Preliminary injunctions
- Defense and enforcement of trademarks and designs
- Soft IP filing strategies
- 3D trademarks
- Opinion polling
- Trademark and prior art searches
- Copyright and competition law
- Domains
- Geographical indications
- IP transactions, due diligence
- Anti-counterfeiting
- Border seizures

Added value for brands

Strong brands and appealing designs make the difference in competitive markets. Count on us to protect and enforce your unique selling points: meaningful advice and efficient solutions, provided by an international team of attorneys-at-law and patent attorneys with decades of experience in Europe and cultural understanding of American and Asian minds and markets. We are the right partner to develop, file, prosecute, defend and enforce your trademarks and designs.

Our services for your business

Efficient registration

Whether it is a market launch or re-branding – for your protection on the national or European market, our attorneys efficiently secure the best protection for you.

Trademark searches for Europe – we bundle them for up to seven countries in a well-coordinated team.

3D trademark or design? Or both? We analyse and evaluate the features of your products in close collaboration with our patent attorneys and with legal and technical precision, always with the full picture in mind while thinking beyond registrations at the national offices and EUIPO. We keep our communication lines short and strive to understand your business and the markets you are operating in. Having a watchful eye on copyright and competition law, we provide you with a tailored approach for strengthening your competitive position.

Reliable trademark management

Trademarks are like diamonds – they last forever, provided they are well taken care of. With a practiced eye, we spot potential gaps in your trademark portfolio and superfluous double protection causing unnecessary fees. We monitor your competitors to notice any infringement and prevent the dilution of your trademarks. In screenings of portfolios, markets and new media, we have the routine and experience to consistently defend and preserve your property. In addition, we have in-depth expertise in preparing opinion polls in close and established cooperation with reputable market research institutes. This also makes us a strong partner when it comes to defending your rights in cancellation or opposition proceedings.

Powerful in disputes

In disputes, you can rely on our fierce offence and defence strategies. We set the stage early on through fact-finding by suitable and appropriate means, be it simple test purchases or the use of sophisticated private investigators. We enforce your interests by means of (preliminary) injunctions, court actions and border seizures. Not to mention, we also protect you from your competitors' alleged claims with our extensive experience in litigation, based on a solid defence, filing of protective letters, counter-claims or cancellation requests. We coordinate multinational disputes, based on careful selection and continued monitoring of our international network. As far as it is promising and advantageous, we always consider the option of an amicable solution and assist you with the right timing, the right preparation and the right strategy.

Creative Consulting

The world of IP is complex and requires knowledge, experience and imagination. How does a design have to change in order not to infringe rights? Is an international brand name misleading for some countries? Which logo change leads to stronger protection? One of our passions is to look at the issues from many perspectives and to develop a tailor-made and proactive approach, whether it be for fostering well-established trademarks and existing portfolios, or for branding and re-branding in an early stage. We guide you past challenging legal hurdles while being mindful of fast changing and interconnected cultural issues.

HOFFMANN EITLE | Patent- und Rechtsanwälte PartmbB

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