

# Trademark litigation

by Crefovi - Wed, Aug 15, 2012

<https://crefovi.com/practices/intellectual-property-ip-litigation/trademark-litigation/>

**Since trademarks are frequently one of the most important intellectual property assets a company owns, clients rely on London intellectual property law firm Crefovi to clear and register their brands. Crefovi also supports clients in protect those brands from being infringed, diluted or abandoned.**

London intellectual property law firm Crefovi, and its team of trademark lawyers, have vast experience helping companies protect valuable goodwill built up in their brands. Crefovi handles a wide variety of trademark disputes, including those related to:

- Trademark infringement/unfair competition
- False advertising
- Online infringement
- Cybersquatting and domain name issues
- Merchandising and licensing disputes
- Trade dress infringement
- Dilution
- Counterfeiting
- Border-seizure procedures

London intellectual property law firm Crefovi, and its team of trademark lawyers, litigate, arbitrate and mediate trademark infringement, unfair competition, false advertising, cybersquatting, and breach of contract claims involving trademarks and/or trade dress issues.

London intellectual property law firm Crefovi has extensive experience prosecuting trademark applications and maintaining and policing trademark portfolios throughout the world. The team also routinely prepares a wide range of trademark-related contracts, including licenses, co-existence agreements and settlement agreements.

## **False and misleading advertising**

London intellectual property law firm Crefovi represents clients in a wide variety of matters before the courts, regulatory agencies and review boards, involving claims of false advertising, deceptive packaging and similar issues. Crefovi's team provides review and recommendation services to its clients regarding proposed advertising claims, to help minimise the risk of a false advertising claim, as well as assistance with claim substantiation and documentation.

## **Worldwide prosecution and portfolio management**

With the firm's European presence, and a dedicated global network of local counsels, the lawyers of London intellectual property law firm Crefovi are able to step in and immediately manage a client's worldwide trademark portfolio through the entire prosecution process, including clearances, filing oppositions, maintenance, monitoring, and enforcement. Crefovi's European offices handle trademark prosecution and litigation work for a large number of national and international clients in the retail, manufacturing, financial services and technology sectors.

---

PDF generated by Crefovi