

# Axiom for Trademarks



Axiom matches world-class talent with legal teams to help manage the complexities of trademark.

Visit us at

[www.axiomlaw.com/  
practice-areas/trademarks](http://www.axiomlaw.com/practice-areas/trademarks)

With over 49 million registered trademarks globally and over 11 million new trademark applications each year, the management of trademarks is becoming increasingly complex.

From the initial clearance process through prosecution and management of the portfolio, having the right talent in place will help you defend your brand reputation against external threats.

## OUR SOLUTIONS

Our trademark support can be structured to meet your needs, with a single secondee or a team solution, for projects and ongoing support in areas that include:




<b>SELECTION OR ADOPTION OF A MARK</b>	Trademark clearance and risk assessment; counseling on risk and strategy; identification of threshold issues
<b>PROTECTION</b>	Prosecute application; proprietary notice placement
<b>COMMERCIALIZATION</b>	Review of uses; agreements including licensing, indemnity and identification, provisions, and sale or purchase
<b>POLICING, ENFORCEMENTS, AND CONFLICTS</b>	Investigate potential infringement; initiate and defend formal actions with trademark trial and appeal board, federal court, or arbitration panel
<b>MAINTENANCE OF PORTFOLIO</b>	Maintaining and renewing registrations; counseling including trademark strategy, brand standards, joint ventures, and partnerships

  
**60+**  
Trademark lawyers

  
**99%**  
Of clients say they would recommend Axiom

  
**15+**  
Average years of experience for Axiom lawyers

## LEGAL DEPARTMENTS MUST:

-  Access world-class trademark talent
-  Build a dynamic trademark team
-  Work with a partner who understands and enforces your trademark strategy