

At Brooks Kushman, we believe the best IP solutions come from putting great minds together—yours and ours. Committed to advancing and protecting inventions, brand names, creative works and all other forms of intellectual property, Brooks Kushman creates customized strategies for Fortune 500 companies, start-ups, technology companies and universities. Our firm offers a full-range of intellectual property services provided by skilled experts who work with clients in a variety of technical disciplines and industries. We have represented clients in nearly every industry in patent litigation covering a diverse range of technologies and products.

Brooks Kushman is among the top trademark firms in the United States, protecting some of the world's most recognizable brands. Led by creative, enthusiastic and trustworthy professionals, our trademark team works with you to render top-quality and timely clearance, registration, and enforcement counsel for your brands. We lead with your business objectives in mind.

"Brooks Kushman is among the top trademark firms in the United States, protecting some of the world's most recognizable brands. Led by creative, enthusiastic and trustworthy professionals, our trademark team works with you to render top-quality and timely counsel for your brands."

World Trademark Review 2025

Our Team

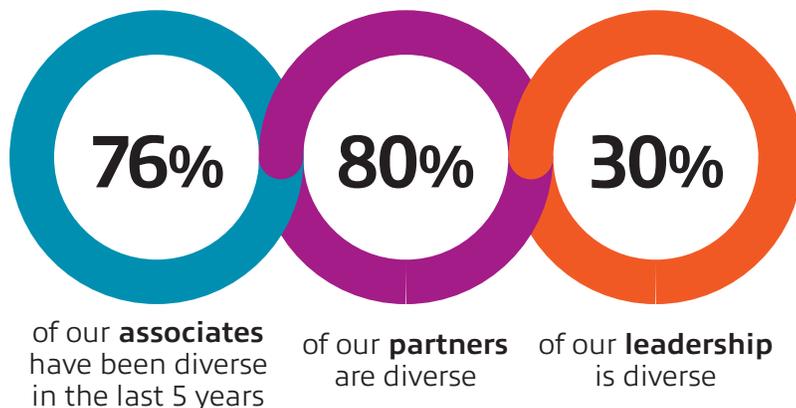
Brooks Kushman's trademark practice consists of 9 attorneys, 14 trademark paralegals, and trademark docketing managers/assistants. The size of our team reflects a broad spectrum of proficiency that enables us to staff projects in an effective manner. We manage international trademark portfolios for Fortune 500 companies and others across various industries and technologies. In aggregate, Brooks Kushman has well over 30,000 active trademark applications/registration under its management. We have an incredibly talented paralegal pool and, along with our long-standing and extensive network of foreign firms, we provide expertise in a collaborative and efficient manner in the U.S. and abroad.

Our practice is based on relishing what we do, maintaining a client-centric focus, and developing innovative solutions to address client "pain points." Our practice has grown significantly over the years due, in part, to our ability to pivot and meet changing business needs in a way that continues to provide superior service. Part of our value proposition is our ability to build and enjoy long-lasting client relationships.



INCLUSIVE TEAMS

Diversity and inclusiveness are fundamental tenets of our firm, and we're working to make them fundamental parts of your experience with us. Over the past decade we achieved a 76% increase in women professionals and 80% increase in minority professionals. In 2024 at least 30% of our leadership roles were filled by diverse individuals. And we're not done yet.



Our Capabilities

Our trademark group has extensive experience in managing and addressing all facets of domestic and international trademark practice. We focus on our clients' interests and provide tailored strategies to achieve the goals of the business. Services we offer include:

- Trademark portfolio audits and strategic counseling
- Searching and clearance
- Filing strategies
- Renewals and maintenance
- License agreements
- Watch services and enforcement strategies

- Opposition and cancellation practice before the Trademark Trial and Appeal Board
- Domain name recovery actions (UDRP)
- Online enforcement
- Brand protection (including Customs registrations)
- Docketing with strong paralegal support

GLOBAL BRAND PROTECTION

We advise our clients on everything related to registration and use of trademarks. We understand the need to develop a comprehensive strategy for filing and enforcement to protect IP in important commercial and emerging markets.

We have a trusted network of law firms who we vetted over many years on the basis of quality, responsiveness, and value. In addition to guiding substantive and strategic work associated with growing and protecting a global portfolio, we manage foreign counsel charges and review invoices to ensure compliance with fee arrangements.

ONLINE ENFORCEMENT & BRAND PROTECTION

In today's digital world, the ways in which we protect trademark assets is important, often creative, and in collaboration with local experts.

We work with our clients to build **Brand Protection Programs**. This includes recording trademark registrations with Customs authorities, developing relationships with Customs officers, preparing Brand Protection Guides, and holding Customs training sessions (Detroit has the most active international border crossing in the U.S.).

We work with our clients to develop **online enforcement** protocol to police and enforce brands on the Internet, including how to address unauthorized use of marks and counterfeit goods offered at online marketplaces and websites. We offer guidance for domain name recovery and online enforcement strategies, including recovery of domain names via the Uniform Domain Name Dispute Resolution Policy (UDRP) and other domain name dispute resolution policies, online takedowns via specific platform policies (including social media and shopping platforms), and otherwise utilizing the notice and takedown provisions of the Digital Millennium Copyright Act (DMCA).

TRADEMARK ENFORCEMENT & LITIGATION

Brooks Kushman actively reviews weekly watch notices, amounting to tens of thousands annually, for well-known brand owners. We work on predetermined parameters to assess level of concern and take a deeper dive for those that may give rise to opposition proceedings, C&D letter, and/or escalation to a formal lawsuit. We have vast experience in representing clients at the Trademark Trial and Appeal Board (TTAB), at District Courts across the nation, and have an Appellate practice in State and Federal Courts. BK knows what it takes to win high-stakes cases and offers litigation teams that are courtroom-tested.

Our decades-long relationships with clients reflects our commitment to providing concise, practical, and timely, business-focused advice.

