

Brand Protection

Safeguarding Your Trademarks, Identity, and Market Position

Strong brands are among a company's most valuable assets—and they require vigilant protection, strategic enforcement, and proactive management. Banner Witcoff's Brand Protection practice helps organizations protect, defend, and enhance the value of their trademarks and related brand assets in an increasingly competitive and global marketplace.

Our Brand Protection Services

Trademark Portfolio Management

We manage and expand complex trademark portfolios worldwide, tailoring strategies to align with your business objectives. Our team handles trademark screening, clearance, registration, maintenance, and global filings across more than 220 countries and territories.

Strategic Enforcement and Litigation

When infringement, counterfeiting, or unfair competition threatens your brand, we pursue enforcement through administrative proceedings—including TTAB oppositions and cancellations—and in federal courts across the United States.

Brand Monitoring and Risk Mitigation

We help clients monitor the marketplace, anticipate infringement risks, and take early action to minimize disruption and protect brand equity.

Anti-Counterfeiting and Market Protection

From targeted cease-and-desist correspondence to coordinated, multi-jurisdictional enforcement campaigns, we support anti-counterfeiting efforts that preserve consumer trust and protect revenue.

Trade Dress and Distinctiveness Strategy

Our team helps define and protect distinctive product design and packaging trade dress, integrating trademark and design patent strategies to create layered brand protection.

How We Work

We build collaborative, long-term relationships with in-house teams to develop brand protection strategies that reflect risk tolerance, competitive dynamics, and industry trends.

With more than 20,600 active trademarks under management for over 1,000 clients worldwide, Banner Witcoff supports brand protection efforts across the globe.

Our trademark and brand protection leadership is recognized by World Trademark Review 1000, IP Stars, and other industry rankings. Multiple firm attorneys are individually recognized for excellence in trademark prosecution and enforcement.

Industries We Serve

Our experience spans a wide range of markets, including:

- Consumer products and retail
- Food and beverage brands
- Electronics and technology
- Media, entertainment, and digital platforms
- Information technology and communications
- Services, luxury goods, and e-commerce

Why Clients Choose Banner Witcoff

Holistic Brand Strategy

We integrate prosecution, monitoring, enforcement, and litigation into cohesive brand protection programs aligned with commercial goals.

Proactive Risk Management

By anticipating changes in law, technology, and market practices, we help clients stay ahead of emerging threats to brand integrity.

Data-Driven, Business-Informed Approach

Every strategy is tailored to your priorities—whether expanding into new markets, deterring counterfeits, or maximizing licensing opportunities.

Protect What Distinguishes You

Your brand is more than a trademark—it is your reputation, your promise to customers, and a core business asset. Banner Witcoff's Brand Protection practice helps safeguard and strengthen that value through sophisticated, proactive strategies.

Relevant Practices

Appellate Litigation

Copyright Registrations and Enforcement

Counseling, Opinions + Licensing

Counterfeit Goods Seizure

Design Patents

Jury Trials

Litigation

Patent Interferences

PTAB Litigation

Patent Prosecution

Section 337/ITC Litigation

Trade Dress

Trade Secrets

Trademarks