

# Consumer Products & Retail

## Protecting Innovation, Brand Identity, and Market Differentiation

Innovation in consumer products and retail moves quickly—and so do the intellectual property challenges that accompany it. Banner Witcoff partners with companies across the consumer marketplace to protect, enforce, and maximize the value of their brands, designs, and technologies in a highly competitive global environment.

From concept through commercialization, our attorneys help clients safeguard the elements that distinguish their products—whether a distinctive design, a recognizable brand, or novel functionality.

## Deep Industry Experience

Banner Witcoff represents a broad range of consumer products and retail businesses, including companies focused on:

- Apparel and footwear
- Sporting goods and outdoor products
- Consumer electronics
- Food and beverage products
- Personal care and beauty brands
- E-commerce and direct-to-consumer platforms

We work with both established global brands and emerging companies, delivering practical, business-focused guidance tailored to each client's goals and growth strategy.

## Comprehensive IP Protection

We provide full-service intellectual property counsel designed to protect consumer products at every stage of their lifecycle.

## Design Patents and Product Innovation

We are widely recognized for our strength in design patent procurement, helping clients protect the visual appearance of products—from packaging to overall product configuration.

## Trademarks and Brand Strategy

Our team advises on brand development, clearance, prosecution, enforcement, and global portfolio management to support long-term brand value.

## **Trade Dress and Product Configuration**

We help clients protect the distinctive look and feel of their products and packaging—a critical differentiator in crowded retail environments.

## **Copyrights and Digital Assets**

From product packaging and marketing materials to online and digital content, we advise on strategies to protect creative assets that reinforce brand identity and consumer engagement.

## **Enforcement and Litigation Strength**

Consumer-facing companies are frequent targets of infringement, counterfeiting, and unfair competition. Banner Witcoff's litigation team represents clients in disputes involving patents, trademarks, trade dress, and related claims.

Our attorneys have extensive experience in federal courts and before the Trademark Trial and Appeal Board, delivering strategic enforcement that safeguards brand integrity and market position.

## **Global Portfolio Management**

Retail brands operate across borders—and so do their IP challenges. Banner Witcoff manages international intellectual property portfolios and coordinates global strategies involving:

- Trademark and design protection
- Cross-border enforcement
- Anti-counterfeiting initiatives
- Licensing and brand expansion

## **Strategic, Business-Focused Counsel**

Banner Witcoff understands that intellectual property is not just a legal asset—it is a core business driver. We work closely with in-house counsel, product teams, and executives to align IP strategies with commercial objectives.

Our team delivers tailored, practical solutions that help clients innovate, differentiate, and compete effectively in fast-moving consumer markets.

# Relevant Practices

Appellate Litigation

Brand Protection

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