

## Trademarks

Establishing and protecting trademark rights is a key component of our intellectual property practice. Our attorneys obtain a comprehensive understanding of the clients' business and marketing strategies to ensure that trademarks are both protected against unauthorized use and exploited in a manner that gives our clients assurance that no rights are being violated.

We provide U.S. and global strategies for trademark protection. Whether counseling small or large businesses, our attorneys have the depth of experience and expertise required to address issues in a wide array of industries.

Our attorneys handle all types of trademark disputes, including domain name issues, our attorneys are well-equipped to fortify our clients' current trademark portfolios and guide the selection and protection of new marks for products and services. Whether conducting U.S. or international trademark searches or prosecuting a trademark application, our attorneys make sure that our clients receive proper trademark protection. We have substantial experience in licensing and related transactional practice areas to enable our clients to maximize business opportunities.

- Domain names
- International Trademarks
- Trade Dress
- Trademark Cancellation Proceedings
- Trademark Clearance
- Trademark Counseling
- Trademark Litigation
- Trademark Opposition Proceedings
- Trademark Portfolio Management and Brand Protection
- Trademark Prosecution
- Trademark Protection
- Trademark Registration
- Trademark Trial and Appeal Board Matters

## Attorneys / Agents

Martin G. Belisario  
Gary M. Cohen  
Keith A. Jones  
Alan S. Nadel  
Bridget H. Labutta  
Ronald L. Panitch  
John D. Simmons  
Bijal Shah-Creamer  
Ronald J. Ventola II

## Industries Served

Agriculture  
Automotive  
Pharmaceuticals / Biotechnology / Chemicals  
Business Services  
Construction  
Consumer Goods / Retail  
Electronics / Manufacturing / Machinery  
Energy  
Entertainment  
Financial / Banking  
Medical / Medical Equipment / Medical Devices  
Technology / Software

**Panitch Schwarze Partner Provides Trademark Insights to CNN Money** // February 22, 2017

CNN Money's Heather Long sought the professional opinion of Panitch Schwarze partner Fred Tecce on the probability of success for several big-name businesses in the race to trademark the phrase, "fake news." [Read more](#)

**Panitch Schwarze Partner Named to 'Who's Who Legal'** // November 2, 2016

Panitch Schwarze Belisario & Nadel is proud to announce that partner Ronald L. Panitch has been named to the 2016 list of Who's Who Legal: Trademarks. [Read more](#)

**Panitch Schwarze to Host INTA Roundtable on Trademarks** // October 7, 2016

Intellectual property law firm Panitch Schwarze Belisario & Nadel will host an International Trademark Association roundtable focusing on tips for managing trademark projects. [Read more](#)

**Intellectual Property Law Firm to Host International Trademark Association Roundtable** // June 2, 2016

Intellectual property attorneys to host roundtable discussion on behalf of the International Trademark Association. [Read more](#)

**Partner Alan Nadel Speaks On U.S. Patent and Trademark Office Patent Litigation Alternatives** // September 11, 2015

Patent attorney Alan Nadel of Panitch Schwarze Belisario & Nadel LLP will present a CLE on effective strategies to manage patent and trademark litigation. [Read more](#)

**Panitch Schwarze Attorneys Recognized as 'Leaders in their Field' in Chambers USA 2015** // June 16, 2015

Panitch Schwarze Belisario & Nadel LLP is pleased to announce that Ronald L. Panitch, William W. Schwarze, Martin G. Belisario, Alan S. Nadel, and Clark A. Jablon have been ranked as "Leaders in their Field" in the 2015 Chambers & Partners USA Directory in the field of Intellectual Property law. [Read more](#)

**10 Panitch Schwarze Attorneys Named Pennsylvania 'Super Lawyers' and 'Rising Stars' for 2015** // May 15, 2015

Panitch Schwarze Belisario and Nadel LLP is pleased to announce that Ronald L. Panitch, William W. Schwarze, Martin G. Belisario, Alan S. Nadel, and Frederick A. Tecce have been named to the Pennsylvania Super Lawyers list as five of the top attorneys in Pennsylvania for 2015. [Read more](#)

**Panitch Schwarze Named a Top IP Law Firm by Forbes** // May 4, 2015

Panitch Schwarze Belisario & Nadel LLP, an intellectual property law firm, is pleased and honored to announce that Forbes magazine has recognized it as a top IP law firm in the Forbes Legal Black Book created by Forbes Business Division. [Read more](#)

**Panitch Schwarze Attorneys Named 2015 'IP Stars'** // April 15, 2015

Panitch Schwarze Belisario & Nadel LLP, an intellectual property law firm, is pleased to announce that attorneys Ronald L. Panitch, William W. Schwarze, and Alan S. Nadel have been named 2015 IP Stars by Managing Intellectual Property, a leading source of news and analysis on intellectual property issues worldwide. [Read more](#)

**PTAB Rules in favor of BBiTV against Hawaiian Telcom** // April 1, 2015

Panitch Schwarze Belisario & Nadel LLP is pleased to announce that today the United States Patent and Trademark Office's Patent Trial and Appeal Board (PTAB) ruled in favor of its client Broadband iTV, Inc. ("BBiTV"). [Read more](#)

**Panitch Schwarze Welcomes New IP Associate Bridget Labutta** // February 20, 2015

Panitch Schwarze Belisario & Nadel LLP is pleased to announce the arrival of the firm's newest associate attorney, Bridget H. Labutta. [Read more](#)

**Panitch Schwarze Ranked Among 2015 'Best Law Firms'** // November 3, 2014

U.S. News has named Panitch Schwarze Belisario & Nadel LLP as a 2015 Best Lawyers® "Best Law Firm." and was specifically mentioned nationally and in the Philadelphia metropolitan area for Intellectual Property. [Read more](#)

**Subject Matter Conflicts in IP** // October 2, 2014

John Steele, Esq., will give a presentation on Subject Matter Conflicts in IP. CLE will be applied for but is not guaranteed [Read more](#)

**Panitch Schwarze Opens New Location in Delaware** // September 10, 2014

Panitch Schwarze Belisario & Nadel LLP is pleased to announce its expansion of its Intellectual Property practice with the opening of a new Wilmington, Delaware office. [Read more](#)

**Best Practices in Intellectual Property Deadline Management** // September 9, 2014

Martin G. Belisario, Partner with Panitch Schwarze Belisario & Nadel LLP, will give a presentation on Best Practices for managing Patent and Trademark prosecution deadlines. Lunch will be provided. CLE will be applied for but is not guaranteed. [Read more](#)

**Panitch Schwarze Announces New Location in Delaware** // August 25, 2014

Panitch Schwarze Belisario & Nadel LLP is pleased to announce its expansion of its Intellectual Property practice with the opening of a new Wilmington office at the Wells Fargo Tower, 2200 Concord Pike, Suite 201, Wilmington, DE 19803. [Read more](#)

**6 Panitch Schwarze Intellectual Property Attorneys Named in 'Best Lawyers in America' 2015** // August 19, 2014

Intellectual Property attorneys from Panitch Schwarze Belisario & Nadel LLP were included in the oldest and most respected peer-review publication in the legal profession. Best Lawyers recognized each of these attorneys for their Intellectual Property practice. [Read more](#)

**Panitch Schwarze Intellectual Property Attorneys Recognized as 'Leaders in their Field' in Chambers USA 2014** // July 10, 2014

Panitch Schwarze Belisario & Nadel LLP is pleased to announce that Ronald L. Panitch, William W. Schwarze, Martin G. Belisario, Alan S. Nadel, and Clark A. Jablon have been ranked as "Leaders in their Field" in the 2014 Chambers & Partners USA Directory for the field of Intellectual Property. [Read more](#)

**Inequitable Conduct: A Recap of Therasense and Subsequent CAFC Decisions** // June 26, 2014

Summer Associate William Kaufmann will give a presentation on Inequitable Conduct. Lunch will be provided. CLE is being applied for but is not guaranteed. [Read more](#)

**Panitch Schwarze Partner, Fred Tecce, Discusses the Redskins Trademark Rights** // June 18, 2014

CNN discusses the recent ruling to cancel the Washington Redskins Trademark Registration with Fred Tecce. [Play video](#)

**9 Panitch Schwarze Intellectual Property Attorneys Named Pennsylvania 'Super Lawyers' and 'Rising Stars' for 2014** // May 23, 2014

Panitch Schwarze Belisario and Nadel LLP is pleased to announce that Ronald L. Panitch, William W. Schwarze, Martin G. Belisario, Alan S. Nadel and Frederick A. Tecce have been selected to the Pennsylvania "Super Lawyers" list as five of the top attorneys in Pennsylvania for 2013. [Read more](#)

#### **Australian and New Zealand Patent Law** // May 14, 2014

Matt Adams, Partner with AJ Park in New Zealand, will hold a presentation on various updates in New Zealand and Australian patent law. Lunch will be served. CLE will be applied for but is not guaranteed [Read more](#)

#### **Panitch Schwarze Belisario & Nadel Attorney Fred Tecce, Discusses the Ability To Trademark The Word "Candy"** // February 27, 2014

Can a video game company trademark the word "Candy?" [Read more](#)

#### **Panitch Schwarze Ranked Among 2014 'Best Law Firms'** // November 1, 2013

*U.S. News* has named Panitch Schwarze Belisario & Nadel LLP as a 2014 Best Lawyers® "Best Law Firm." and was specifically mentioned nationally and in the Philadelphia metropolitan area for Intellectual Property. [Read more](#)

#### **7 Panitch Schwarze Intellectual Property Attorneys Named Among 'Best Lawyers in America' for 2014** //

August 15, 2013

Intellectual Property attorneys from Panitch Schwarze Belisario & Nadel LLP were included in the oldest and most respected peer-review publication in the legal profession. Best Lawyers recognized each of these attorneys for their Intellectual Property practice. In addition, Ronald L. Panitch was named the 'Best Lawyers' 2014 Philadelphia Litigation - Patent "Lawyer of the Year." [Read more](#)

#### **Trademark Enforcement in the New Internet Domain Landscape** // May 9, 2013

For a fee, trademark owners can record their marks with the Trademark Clearinghouse, and this information will be made available to those seeking to register new generic top-level domain names, or gTLDs. [Read more](#)

#### **Ronald Panitch Recognized in the 2012 International Who's Who of Trademark Attorneys** // April 30, 2012

For the second year in a row, Ronald L. Panitch has been recognized as being among the world's leading Trademark lawyers in the 2012 edition of The International Who's Who of Trademark Lawyers, part of the 2012 compendium volume of The International Who's Who of Business Lawyers. [Read more](#)

#### **4 Panitch Schwarze Intellectual Property Attorneys Named 'Best Lawyers in America' for 2012** // November 18, 2011

Four attorneys were recently selected by their peers for inclusion in The Best Lawyers in America 2012-2013. In addition, the firm was ranked in the Best Law Firms rankings, published in November's U.S. News and World Report's Money issue. [Read more](#)

#### **IP Partner at Panitch Schwarze Belisario & Nadel Speaks at Law Review CLE** // April 25, 2011

Alan S. Nadel, a Partner at Panitch Schwarze Belisario & Nadel LLP was a speaker at the LawReviewCle's "Introduction to Copyright, Trademark & other Intellectual Property Law CLE" on March 31, 2011, at the Radisson Plaza Warwick Hotel in Philadelphia. [Read more](#)

## FROM THE BLOG

October 20, 2016

#### **Trademarks Update: Supreme Court to Decide Constitutionality of Disparagement Provision**

The U.S. Supreme Court is poised to answer a question that has plagued federal trademark law for decades: Does the government have the right to refuse to register trademarks which it has deemed "disparaging?" And, given that the First Amendment prohibits our government from restricting speech, does it make sense to have the U.S.

Trademark... [Read more](#)

July 7, 2016

### **What Does the Brexit Vote Mean for IP Protection?**

By Martin G. Belisario and Bridget H. Labutta As is well known by now, the citizens of Great Britain have chosen to leave the European Union (EU), a move popularly dubbed the “Brexit.” Despite the economic upheaval and media firestorm surrounding the vote, the realm of intellectual property law is unlikely to see any immediate... [Read more](#)

April 26, 2016

### **Honoring Great American Inventor Lonnie G. Johnson**

By Ronald L. Panitch, Esq. From the trademark protecting “Star Wars” merchandise to the patent protecting the repositionable adhesive on the Post-It® note, the legal protection of intellectual property drives innovation and fuels our economy. Today, as we pause to mark World Intellectual Property Day, one man stands as a living example of the creativity... [Read more](#)

January 7, 2016

### **3 Top IP Moments of 2015**

By Fred Tecce, Esq. It’s that time of year when seemingly every blog and online publication posts year-end “listicles,” and, for better or worse, we are no exception. It’s more difficult for us, though, because as engineers and intellectual property attorneys, we prefer objective analysis. “Biggest,” “best,” and other superlatives are invariably laden with subjective... [Read more](#)

December 29, 2015

### **CAFC: Gov’t Can’t Censor ‘Disparaging’ Trademarks**

When we discussed the provision of U.S. trademark law that prohibits the use of “disparaging” words in a registered trademark, we noted that “change may be on the horizon.” On Dec. 22, 2015, the Court of Appeals for the Federal Circuit ruled that at least the prohibition against registration of “disparaging marks” (Section 2(a) of... [Read more](#)