

# Making (and Safeguarding) Your Mark

## HILGERS PLLC TRADEMARK PRACTICE

Your trademarks and service marks are among your most valuable assets. Efficient clearance, effective acquisition, and wise stewardship of your trademarks, service marks, and trade dress are key pillars in building your trademark portfolio.

You need a partner to help you create, care for, and protect these key pieces of your company's identity. Hilgers PLLC is that partner. We assist clients at all stages of the process using decades of experience won at "Big Law" firms, but at a fraction of the cost.

### HOW CAN HILGERS PLLC HELP?

- Intellectual Property Counseling
- Trademark Clearance
- Trademark Registration
- Trademark Portfolio Management
- Trademark Monitoring and Enforcement
- Trademark Defense
- Litigation of Cancellation and Opposition Proceedings
- Litigation of Trademark, Trade Dress, Unfair Competition, False Advertising, Copyright, and Domain Name Disputes
- Negotiation and Preparation of Licenses, Assignments, Co-Existence Agreements, and other IP Agreements
- Intellectual Property Due Diligence