Steptoe's lawyers recognize how important it is for clients to preserve their distinctive trade identity and the reputation of their business and its goods and services in an increasingly complex and competitive commercial world.

Ranked as a top DC trademark firm by *World Trademark Review*, Steptoe offers a full range of services to protect, preserve, and exploit trademarks, trade dress, and other indicia of origin, including:

- Providing advice concerning the availability of marks
- Devising strategies for efficient and effective national and international trademark registration
- Maintaining trademark portfolios
- Providing counsel in connection with licensing opportunities
- Drafting and negotiating trademark licenses
- Transferring trademark rights

In addition, Steptoe's lawyers regularly counsel clients concerning enforcement and defensive strategies for trademarks, trade dress, and the broader issues of unfair competition, including issues of false advertising, grey market goods, online fraud, and antitrust.

As with all Steptoe IP practices, our trademark lawyers have significant experience in the many forums where trademark and unfair competition issues may be decided, including federal and state courts, ITC Section 337 proceedings, US Trademark Office proceedings, UDRP proceedings and arbitration, mediation, and other alternative dispute proceedings.

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