

FROSS ZELNICK LEHRMAN & ZISSU, P.C.

EXCELLENCE

When sophisticated companies seek to protect or defend their valuable brands or other intellectual property, they turn to **Fross Zelnick Lehrman & Zissu, P.C.** With some 50 lawyers, we are one of the largest firms focusing exclusively on U.S. and international trademark, copyright and unfair competition law—and we've been known for excellence in our field for decades.

Fross Zelnick represents a broad spectrum of clients, from multinational corporations in all arts and industries to individual creators. We are frequently retained by other law firms and in-house specialists seeking our unique expertise.

Fross Zelnick has repeatedly received the highest rankings in surveys of leading intellectual property practitioners, by publications such as **Who's Who Legal, Euromoney's Guide to the World's Leading Trademark Practitioners, Managing Intellectual Property, Chambers, New York Super Lawyers, The Best Lawyers in America and The Legal 500 United States.**



WIN

Litigate to Win

When litigation is necessary, our litigation lawyers are not only skillful and tenacious advocates with extensive courtroom experience, they are steeped in the law of copyright and trademark infringement, unfair competition, dilution, false and comparative advertising, cybersquatting, sale of counterfeit and gray market goods, trade dress, moral rights, idea submissions, trade secrets, and rights of privacy and publicity. Our lawyers have won an impressive string of cases, including many landmark decisions in our field. We can argue your case in federal and state trial and appellate courts throughout the United States and have extensive experience in all phases of litigation—from filing and defending against motions for preliminary injunctions, temporary restraining orders and ex parte seizure orders, to winning jury trials and enforcing judgments. Fross Zelnick also files and defends against opposition and cancellation proceedings in the U.S. Patent and Trademark Office, and participates in arbitrations and mediations. Beyond U.S. borders our international lawyers have extensive experience in planning and directing litigation in other jurisdictions around the world.

CRAFT

RESOLVE

Craft Effective Strategies

Fross Zelnick's unmatched experience enables us to identify, protect and defend your rights under copyright, trade dress, trademark, design patent, trade secret and related laws worldwide. We counsel on clearance, registration, renewal, character rights, First Amendment concerns, parody, fair use, proprietary notices, trade secret and idea submission guidelines, conflict avoidance, licensing and transfer of rights. And we formulate and implement effective policing and enforcement strategies.

Resolve Disputes Fast

Our goal is to establish, protect and defend your trademark, copyright and related rights cost-effectively in the U.S. and throughout the world. When those rights are challenged we know you seek swift resolution so you can get on with your business. Fross Zelnick's reputation stands for strong credibility and a high rate of success in settling disputes before litigation arises.

REGISTER

GLOBAL

Register Trademarks, Copyrights and Design Patents

We know the U.S. trademark and copyright laws and regulations inside and out—Fross Zelnick lawyers helped to draft many of them. We communicate with trademark and copyright office personnel daily, and are consistently ranked among the top filers of U.S. trademark applications. We can register your trademarks, copyrights and design patents, and record your registrations with U.S. Customs to prevent infringing imports.

Manage Global Portfolios

We made our name by providing global intellectual property management. Through our own New York office and our well-established network of the best foreign associates in our field, we secure and protect intellectual property rights—in the United States and throughout the world.

NEGOTIATE

VALUE

Negotiate Creatively

We protect and defend ownership rights in licenses and other contracts in the publishing, entertainment and software industries, among others. We develop agreements that help you avoid trouble by identifying potential problems and finding practical solutions before you sign. And Fross Zelnick is known for finding ways to resolve even the most complex contractual disputes through creative problem-solving and skillful negotiation.

Buy, Sell and Know the Value of Your Rights

Whether you're buying or selling an entire business or part of a portfolio, Fross Zelnick can negotiate agreements that safeguard your position and maximize your profits. We not only perform IP audits but also negotiate, advise, and conduct due diligence on IP issues in connection with mergers, acquisitions, joint ventures, sales, buyouts and workouts, in the United States and abroad.

PROTECT CONQUER

Protect Characters and Celebrities

For decades our lawyers have successfully protected the most famous and successful entertainment characters from infringement. Our expertise in ownership disputes is unsurpassed. Fross Zelnick attorneys have also obtained countless trademarks and domain names for celebrities, negotiated licenses, and litigated high-profile cases involving misuse of famous names and likenesses on products, in advertising and in domain names.

Conquer the Internet

Internet law is evolving as rapidly as the medium itself—and much of it is rooted in historical trademark and copyright law. Fross Zelnick advises on worldwide domain name registration and disputes, on-line infringements, Internet-related agreements, and strategies for policing and protecting ownership rights on the Internet. Our lawyers have won many cases under the federal Anticybersquatting Act and have recovered many hundreds of domain names for our clients in proceedings under the Uniform Dispute Resolution Procedure. We also have a dedicated team of lawyers and paralegals that has been highly successful in removing infringing and counterfeit content from the web, including on auction sites, swap sites and networking sites, and in recovering monetary settlements from online infringers.

BIG PICTURE

See the Big Picture

We pride ourselves on keeping on top of developments in intellectual property law worldwide. Fross Zelnick maintains an international library of laws and precedents. We regularly work with leading intellectual property attorneys, agents and government offices worldwide. Multinational treaties and conventions, such as the Paris Convention, Madrid Agreement and Protocol and Community Trademark, are familiar resources we regularly employ to maximize protection, and minimize costs, for our clients.

EXPERTISE

CONTACT

Areas of Expertise

Trademark, Copyright and Unfair Competition Law

International Trademark and Copyright Registration and Protection

Anti-Counterfeiting

Cybersquatting and Other Internet Issues

Celebrity and Character Protection

Rights of Publicity and Privacy

False Advertising Law

Trade Secret and Idea Submission Law

Defamation and Trade Libel

Licensing and Transfer of Rights

Due Diligence and Audits of IP Portfolios

Design Patents

Contact

The value of your business is increasingly tied to your copyrights, trademarks, designs and advertising. To protect them, you need experienced lawyers who know the terrain and have an unmatched reputation for producing consistently excellent results. To learn more, contact Fross Zelnick.

866 UN Plaza
at First Avenue & 48th Street
New York, NY 10017

T: 212-813-5900

F: 212-813-5901

www.frosszelnick.com

Attorney Advertising Notice:

Prior results do not guarantee a similar outcome.

FROSS ZELNICK LEHRMAN & ZISSU, P.C.