

## Trademark

A strong brand is a critical asset that is essential to the identity of a business, and therefore the brand's legal protection is crucial for growth and long-term success. The firm provides strategic legal counsel to businesses seeking to protect and leverage their valuable trademarks. Whether launching a new product or service, expanding a brand's presence, or taking steps to safeguard existing intellectual property, our team provides guidance and representation to meet these objectives.

Our trademark services include clearance searches to avoid potential conflicts, application preparation and filing with the U.S. Patent and Trademark Office (USPTO), trademark portfolio management services, and legal guidance on copyright. Our team can advise on and prepare trademark licensing agreements and assignments, paving the way for strategically leveraging a brand. We also represent our clients' interests in cases of trademark infringement, dilution, or unfair competition, working to protect brand reputation and market position.

### Practice Leader

---



**W. Raymond Felton**

Partner

732.476.2670

[rfelton@greenbaumlaw.com](mailto:rfelton@greenbaumlaw.com)

### Practice Team

---



### W. Raymond Felton

Partner  
732.476.2670  
rfelton@greenbaumlaw.com



### Fay L. Szakal

Partner  
732.476.3204  
fszakal@greenbaumlaw.com



### Kathryn M. Hyde

Associate  
732.476.2470  
khyde@greenbaumlaw.com

## Experience

---

- Represented the seller of a specialty food distributor in a \$100+ million equity sale, including negotiation of post-closing licensing arrangements to preserve trademark value.

## Insights & More

---

### Announcements

[Kathryn Hyde Joins Greenbaum, Rowe, Smith & Davis as Associate](#)

9.04.23

### Client Alerts

[Trademark Law: A Practical Guide to the Basics](#)

5.05.26