



LEGAL Q&A

Q What kinds of things can my company do to cut costs with respect to our trademark portfolio?

A **Clean House & Prioritize.** Audit your marks. Determine which of your marks are economically the most important to protect and allocate your resources accordingly.

Reconsider Enforcement Strategy.

Reconsider which law suits and oppositions are key to protecting your most valuable marks. Opposition actions can be an expensive part of your budget. If possible, try to find a way to settle using a co-existence agreement for less significant markets.

Leverage Foreign Filing Strategies.

Where possible leverage the Madrid System to extend your trademark rights into other countries without having to file domestic applications. Also use regional filing to cover multiple countries (e.g., Community Trademarks for the EU).

Use a Smaller Firm.

Consider a smaller firm for your legal work. Especially for trademark work, smaller firms are generally equally capable and less costly for providing trademark legal services, and a smaller firm will consider you to be an important client.



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Kurt E. Anderson, Esq. is a shareholder at Giordano, Halleran & Ciesla, P.C. and chair of the firm's Intellectual Property and Technology Practice Area. He can be reached at kanderson@ghclaw.com or 732-741-3900.