

## → Trademarks and Trade Dress

Words, phrases, designs, logos, and other commercial symbols used to identify products, services, or their producers in the marketplace can all be protected as trademarks, service marks, trade names, or trade dress. Your company name can be protected against the use of similar names by others. A color scheme or unique theme for a business or product packaging can be protected as trade dress. Sheppard Mullin's practice in these areas includes trademark and trade dress infringement, prosecution of domestic and international trademark and service mark applications, opposition and cancellation proceedings, and counseling clients concerning the selection, availability, and use of trademarks, service marks, trade names, and trade dress and enforcing attendant rights.