

Trade Dress

Trade dress rights protect the “look and feel” or the overall appearance of products and their packaging. Through involvement in the development process with a client, we can help steer new products and services to successful launch, with associated establishment of enforceable exclusive rights. We can also litigate to ensure that clients’ trade dress remain protected from competitors.

CONTACT US

Please click [_____](#) to email us for more information about our Trade Dress practice.

Relevant Practices

Appellate Litigation

Brand Protection

Copyright Registrations and Enforcement

Counseling, Opinions + Licensing

Counterfeit Goods Seizure

Design Patents

Jury Trials

Litigation

Patent Interferences

PTAB Litigation

Patent Prosecution

Section 337/ITC Litigation

Trade Secrets

News + Events

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WIPR Recognizes Katie Laatsch Fink, Anna King, and Trademark Practice



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Robert Katz Presents on Trade Dress in Fashion for Inter-American Association of Intellectual Property Advanced Fashion Law Course



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[Joe Berghammer to Moderate Panel on Protecting Product Packaging at IPO's Annual Meeting](#)



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[Rob Katz and Richard Stockton to Speak at AIPLA Design Rights Boot Camp](#)



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[Banner Witcoff Wins Three Prestigious Awards for Litigation and Trademark Work](#)



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["Changes abound at IP firm Banner Witcoff," Chicago Lawyer features the firm's new Chicago office space](#)



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[Anna King Discusses Strategies for Protecting Trade Dress in the U.S.](#)



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Banner & Witcoff sponsors November North Shore Corporate IP Roundtable program in Northbrook, Ill.



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Banner & Witcoff receives top ranking for IP and patent litigation, patent law in 2019 Best Lawyers “Best Law Firms”



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Robert S. Katz and Richard S. Stockton present at "Intellectual Property Protection for Designs: An International Perspective" at the USPTO in Alexandria, Va.



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Banner & Witcoff sponsors September North Shore Corporate IP Roundtable program in Northbrook, Ill.



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Kirk A. Sigmon presents "Tips and Tricks for Startups in Protecting Their Copyrights, Patents, and Trademarks" at Startup PATH 2018 in Bucharest, Romania



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[Eight Banner & Witcoff attorneys named to 2019 edition of Best Lawyers in America](#)



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[Michael CuvIELlo and Scott M. Kelly present "The State of the Art of Energy Storage and Current and Future Applications: What This Can Do to Your IP Portfolio and Freedom to Operate" at the AIPLA Annual Meeting in Washington, D.C.](#)



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[Joseph J. Berghammer and Katie Laatsch Fink present "The Resurrection of Niche Fame" at the 2018 Midwest IP Institute in Minneapolis](#)



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[Banner & Witcoff Welcomes Five New Associates](#)



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[Richard S. Stockton moderates "New Horizons: Perspectives on IP Brinkmanship in the Current Global Trade Environment" in conjunction with 2018 ABA Annual Meeting in Chicago](#)



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[Anna L. King presents "Getting Your IP into Shape: Challenges and Strategies for Protecting Trade Dress in the USA" to CITMA in Bristol, England](#)



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[Twenty-five Banner & Witcoff attorneys named 2018 Illinois Super Lawyers and Rising Stars](#)



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[Robert S. Katz and Alisa S. Abbott write chapter on protecting and enforcing design rights in the United States for Designs: A Global Guide 2018](#)



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[Katie Laatsch Fink and Timothy J. Rechten present Exit Planning Institute webinar "Intellectual Property Rights: Don't Underestimate the Power of Intangible Assets"](#)



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[Joseph J. Berghammer comments on client YETI Coolers' trade dress protection in Bloomberg BNA](#)



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[Louis DiSanto discusses YETI's lawsuits against companies in the promotional products industry in The Advertising Specialty Institute](#)



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Joseph M. Potenza Assumes Office of Chair of the ABA Section of Intellectual Property Law



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[ABA-IPL Nominates Joseph M. Potenza to serve as Vice-Chair](#)



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Our Perspectives

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World Intellectual Property Review. **09/07/2018**



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Protecting and Enforcing Design Rights in the United States

Designs: A Global Guide 2018. **12/15/2017**



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Starting Up IP: Priorities for Early-Stage Companies

Banner & Witcoff IP Update. **Fall/Winter 2016**



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BOOK

Legal Guide to Video Game Development, Second Edition

American Bar Association. **October 2016.**



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ARTICLE

Apple and Samsung at the Supreme Court: Case Proves Need for Design Patents in Overall IP Strategy

Banner & Witcoff IP Update. **Spring/Summer 2016**



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ARTICLE

Challenges Confronted, Lessons Learned, and Practice Pointers for Product Design Trade Dress Surveys

Presented at the American Intellectual Property Law Association Mid-Winter Institute. **01/28/2016**



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The Importance of a Trademark Registration in a Global Economy



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Banner & Witcoff IP Alert. 08/30/2012



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The Legal Aspects of Package Design as a Marketing Tool

Packaging Digest, December 2008.



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Using Intellectual Property to Establish and Protect Your Firm's Design Domain

NeoCon East, October 2008



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