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

Trademarks

News + Events

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12.11.25

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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Banner Witcoff Earns Top Rankings in Chambers USA 2021 Guide

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04.23.20

Banner Witcoff, Attorneys Earn Top Rankings in Chambers USA 2020

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09.24.19

Joe Berghammer to Moderate Panel on Protecting Product Packaging at IPO's Annual Meeting

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07.17.19

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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03.11.19

"Changes abound at IP firm Banner Witcoff," Chicago Lawyer features the firm's new Chicago office space

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12.07.18

Anna King Discusses Strategies for Protecting Trade Dress in the U.S.

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IP Alert: Highlights of Design Law 2018

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11.06.18

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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10.10.18

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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08.15.18

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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08.09.18

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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08.02.18

Banner & Witcoff Welcomes Five New Associates

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07.30.18

Katie Laatsch Fink and Rebecca Rokos Named Notable Women Lawyers in Chicago

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

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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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IP Alert: BIO's China Summit Highlights Trends in BioPharma Market

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Banner & Witcoff Welcomes Experienced Litigation Attorney to Washington, D.C. Office

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Banner & Witcoff, 17 attorneys recognized in 2018 MIP IP Stars

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Banner & Witcoff welcomes eight summer associates

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Banner & Witcoff receives top rankings in Chambers USA 2018

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Helen Hill Minsker recognized in 2018 MIP's "Top 250 Women in IP"

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Banner & Witcoff introduces MyIPLaw, an online, interactive overview of intellectual property law

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Eight Banner & Witcoff attorneys are named 2018 Washington, D.C. Super Lawyers and Rising Stars

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

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Banner & Witcoff Awards 2018 Donald W. Banner Diversity Scholarship to UCLA Law Student

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Banner & Witcoff Elects Nine Shareholders

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Banner & Witcoff sponsors, Katie Laatsch Fink moderates “Empirical Surveys in Trademark and Advertising Cases” at the McCarthy Institute Trademark Symposium 2018 in Sunnyvale, Calif.

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01.29.18

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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12.06.17

Katie Laatsch Fink and Timothy J. Rechtien present Exit Planning Institute webinar "Intellectual Property Rights: Don't Underestimate the Power of Intangible Assets"

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Banner & Witcoff is proud to offer the 2018 Donald W. Banner Diversity Scholarship for law students

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Joseph J. Berghammer comments on client YETI Coolers' trade dress protection in Bloomberg BNA

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Banner & Witcoff named one of the busiest trademark plaintiffs' firms in second quarter of 2017

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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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Banner & Witcoff recognized by Law360 for role in client Yeti's cases against RTIC Coolers

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Banner & Witcoff Welcomes Four New Associates

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Banner & Witcoff Adds Five Lateral Associates

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Banner & Witcoff receives top ranking for IP and patent litigation, patent law in 2017 Best Lawyers "Best Law Firms"

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Banner & Witcoff, Helen Hill Minsker receive top ranking in the World Trademark Review 1000 2016

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11.18.15

ITC judge rules in favor of Banner & Witcoff client Converse Inc., in Chuck Taylor trade dress dispute

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IP Alert: Apple v. Samsung: The Federal Circuit Clarifies Design Patent Principles Law

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New USPTO Director Michelle Lee joins IPLAC roundtable discussion in Chicago

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Banner & Witcoff Obtains Most Design Patents for 11th Consecutive Year

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Banner & Witcoff Represents America's Biggest Companies

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Darrell G. Mottley is honored at the 2012 Fashion Law Week media mixer in Washington, DC.

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Darrell G. Mottley is presented with the Asian Pacific American Bar Association's Community Appreciation Award

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IP Law Update: America Invents Act Final Rules Take Effect on September 16, 2012

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08.27.12

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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08.04.09

Applications are now being accepted for the 2010 Donald W. Banner Diversity Scholarship for Law Students

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Our Perspectives

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Highlights of Design Law 2018

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5 Common IP Traps Startups Should Avoid

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

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BIO's China Summit Highlights Trends in BioPharma Market

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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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Apple v. Samsung: The Federal Circuit Clarifies Design Patent Principles Law

Banner & Witcoff IP Alert. 05/21/2015

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America Invents Act Final Rules Take Effect on September 16, 2012

Banner & Witcoff IP Alert. 08/30/2012

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ARTICLE

The Legal Aspects of Package Design as a Marketing Tool

***Packaging Digest,* December 2008.**

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ARTICLE

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

NeoCon East, October 2008

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