Trademarks

Banner Witcoff's nationally recognized team of trademark attorneys has exceptionally strong experience working with clients to manage, grow, prosecute, and enforce large global trademark portfolios. Our team's rounded approach enables us to provide more tailored, valuable, and strategic advice and leads to stronger IP protection and more effective enforcement results.

Our Approach

Banner Witcoff does not take a "one size fits all" approach to client management. Instead, Banner Witcoff works with clients to tailor its approach to individual client needs and portfolio goals. We pride ourselves on the relationships we develop with inhouse counsel and aim to become an extension of the in-house team. We continually evolve to meet client expectations by adapting our practices and using our vast trademark experience to anticipate client needs. Our firm continuously monitors and anticipates changes in intellectual property law, technology, and industry practices to ensure we are always ahead of the curve. By staying informed about the latest developments, we adapt our strategies to protect our clients' IP assets in a rapidly changing landscape. As new technologies emerge, we expand our expertise and services to address the unique IP challenges these fields present, ensuring our clients are always protected.

Why Banner Witcoff?

Banner Witcoff boasts one of the deepest benches when it comes to trademark prosecution. Globally, our team manages more than 20,600 active trademark applications and registrations on behalf of over 1,000 clients in more than 220 countries in industries including consumer products, retail, food products, electronic goods, media, entertainment, information technology and communications. From startups to established enterprises, our team of trademark attorneys, paralegals, and docketing clerks are committed to delivering exceptional results and safeguarding our clients' valuable intellectual property assets with integrity and professionalism.

Our Accolades

- Katie Laatsch Fink, Anna King, Richard Stockton and Louis DiSanto recognized as leading practitioners for trademark prosecution and strategy by World Trademark Review 1000

- Practice leaders Anna King and Katie Laatsch Fink recognized in Crain's Chicago Business Notable Women in Law
- Recognized as a top trademark firm by World Trademark Review 1000
- Recognized as a leading firm for trademark practice by IP Stars

CONTACT US

Please click ____ to email us for more information about our Trademarks 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

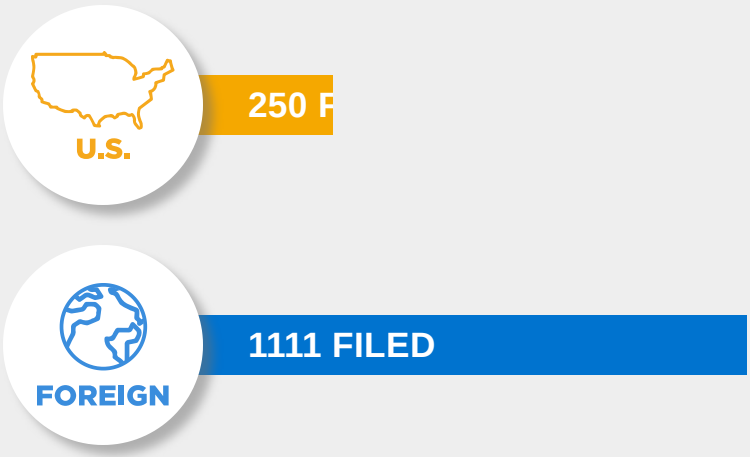
Trade Dress

Trade Secrets

Our Trademark Practice grows stronger every year

2025 Trademark Practice Data:

Globally, Banner Witcoff currently manages more than 20,600 active trademarks in more than 220 countries on behalf of over 1,000 clients.



Representative Experience

Yeti Coolers

Trademark Portfolio Management and Counseling

Playboy Enterprises International, Inc.

Trademark Prosecution, Counseling, and Enforcement

Toshiba Corp.

Trademark Portfolio Management and Counseling

Shure Incorporated

Trademark Portfolio Management and Counseling

Coulter Ventures, LLC D/B/A Rogue Fitness

Trademark Portfolio Management and Counseling

Trane Technologies, PLC

Trademark Prosecution, Counseling and Enforcement

Wargaming

Trademark Prosecution, Litigation, Portfolio Management, Counseling

Sloan Valve Company

Trademark Portfolio Management and Counseling

Atlas Brew Works

Trademark Portfolio Management and Counseling

Country Financial

Trademark Counseling and Enforcement

Lakeshore Learning Materials, LLC

Trademark Prosecution, Litigation, Portfolio Management, Counseling

News + Events

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10.05.26

Trademark Modernization Act Practice and Its Impact on Japanese Trademark Owners

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Heather Smith-Carra joins Trademark Panel at WTR Live: Brand Strategy Summit

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When Trademarks Aren’t Enough: Closing the Gaps in Brand Protection

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Robert Katz and Anna King Present at FICPI ABC Meeting in Nashville

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Schedule III Rescheduling and Federal Cannabis Trademarks: Are State-Licensed Medical Cannabis Businesses Finally Eligible for USPTO Protection?

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Heather Smith-Carra to Present on Ex Parte Appeals at the 2026 AIPLA Trademark Boot Camp

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Brand Protection that Works – Practical Strategies for Faster, Effective Online Enforcement

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Four Banner Witcoff Attorneys Named in WIPR Leaders 2026

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Banner Witcoff Attends 2026 INTA Annual Meeting

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Anna King and Design Patent Practice Recognized at Managing IP Americas Awards

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Heather Smith-Carra Speaks on Artificial Intelligence and Trademarks at AIPLA IP Practice in Europe Committee Meeting

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WTR 1000 Names Banner Witcoff and Four Attorneys Among World's Leading Trademark Professionals

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

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Shure Incorporated

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Ross Dannenberg and Scott M. Kelly Present at More Than Just a Game Conference in London

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Christopher Glembocki and Anna King to Present at AIPLA IP Practice in Japan 2025 Delegation

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Anna King Speaks at 2025 FICPI Korea Symposium

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Managing IP Nominates Banner Witcoff for Trademark Prosecution Firm of the Year

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2025 WTR 1000: The World's Leading Trademark Professionals Ranks Banner Witcoff and Four Attorneys

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IP Alert | 2025 U.S. Trademark Fee Changes

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Robert Katz and Anna King Speak at FICPI Open Forum in Madrid

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IP Deep Dive for In-House Counsel: Navigating Video Game IP and the Intersection of Copyrights, Trademarks and Patents

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Heather Smith-Carra to Present on Ex Parte Appeals at the 2024 AIPLA Trademark Boot Camp

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IP Stars 2024 Recognizes 17 Banner Witcoff Attorneys

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Banner Witcoff Ranked as Leading Firm for Trademark Practice in "IP Stars" 2024

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IP Rights in Gaming: Leveraging Trademarks, Copyrights, and Patents to Protect From Development to Delivery

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Anna King Presents at AIPLA IP Practice in Japan 2024 Delegation

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World Trademark Review Ranks Banner Witcoff and Four Attorneys in 2024 WTR 1000: The World's Leading Trademark Professionals

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Richard Stockton Presents Extraterritoriality and the Lanham Act at the AIPLA Annual Meeting

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Managing IP Recognizes 18 Banner Witcoff Attorneys in 2023 “IP Stars” Guide

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IP Stars 2023 Recognizes Banner Witcoff as Leading Firm for Trademark Practice

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Managing IP Nominates Banner Witcoff in Four Categories for MIP Americas Awards

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WTR 1000 Recognizes Banner Witcoff's Trademark Practice, Three Attorneys

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Katie Fink and Anna King to Speak on IPLAC Panel on the Metaverse, NFTs, and Trends in Trademark Law

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IP Stars 2022 Recognizes Banner Witcoff's Trademark Practice

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The History of Video Game IP: A Challenging Level of Law

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Anna King to Speak at AIPLA Trademark Boot Camp

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Banner Witcoff Attorney Contributes to IPLAC Comment on Changes to Trademark Modernization Act

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Banner Witcoff Earns Top Rankings in Chambers USA 2021 Guide

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Banner Witcoff Duo Pens Article on the Importance of IP in Business

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LegalZoom Quotes Darrell Mottley in Article About Protecting Fashion Designs

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IP Stars 2021 Recognizes Banner Witcoff’s Trademark Practice

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Banner Witcoff Leads the Way in Design Patent Procurement for 18th Consecutive Year

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WTR 1000 Recognizes Banner Witcoff's Trademark Practice, Trio of Attorneys

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Liz Brodzinski to Moderate IPLAC Panel "IP and Political Campaigns"

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Eight Banner Witcoff Attorneys Named to Best Lawyers in America Guide

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U.S. Supreme Court Rules in Favor of Booking.com in Trademark Case

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2020 “IP Stars” Guide Recognizes Banner Witcoff’s Patent, PTAB Litigation and Trademark Practices

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Liz Brodzinski Discusses "Black Lives Matter" Trademark Applications with Bloomberg Law, WTTW

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IP Alert | Third Time Not a “Lucky” Charm for Marcel in SCOTUS’ Decision on Defense Preclusion

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IP Alert | Circuit Split Resolved: Supreme Court Rules Willful Infringement is Not Required to Award Profits in Trademark Cases

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Banner Witcoff, Attorneys Earn Top Rankings in Chambers USA 2020

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IP Alert | USPTO Trademark Rule Changes: Electronic Filing, Email Addresses and More

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WTR 1000 Ranks Banner Witcoff as Top Trademark Firm, Recognizes Five Attorneys

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Banner Witcoff's Trademark Practice Shortlisted for Managing IP Americas Awards 2020

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Joe Berghammer to Discuss PTAB Initiatives at ABA Roundtable in Austin

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INTA Appoints Three Banner Witcoff Attorneys to Serve on Committees

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Anna King and Heather Smith-Carra Examine Trademark Portfolio Audits in The Licensing Journal

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Banner Witcoff Receives Trio of Tier 1 National Rankings in U.S. News' 2020 Edition of "Best Law Firms"

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Helen Hill Minsker Pens Article on Changing Landscape of USPTO Registrability

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Banner Witcoff to Sponsor PTAB/TTAB Stadium Tour Reception

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The Legal 500 Recognizes Banner Witcoff for Patent and Trademark Practices in 2019 Edition

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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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Robert S. Katz comments on INTA's Guidelines for Examination of Industrial Designs

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

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Banner Witcoff Welcomes New Associates and Technical Specialist in Second Half of 2018

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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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Pei Wu writes article on IP protection options for biotech startups in IPWatchdog

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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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Kirk A. Sigmon writes article on five IP traps startups can avoid for World Intellectual Property Review

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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 Enforces Buc-ee's Famous Logo with Jury Verdict on All Counts

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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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Helen Hill Minsker presents "TTAB Treatment of Related Goods in Assessing Likelihood of Confusion: Is Anything NOT Related Anymore?" at PLI's Intellectual Property Institute 2018 in New York City

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Helen Hill Minsker presents “International Searching and Filing Strategies” at PLI’s Fundamentals of Trademark Law in the Global Marketplace 2018 in Chicago

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Helen Hill Minsker presents "Ex Parte Appeals" at the AIPLA’s Tenth Annual Trademark Boot Camp in Arlington, Va.

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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 May North Shore Corporate IP Roundtable program in Northbrook, Ill.

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The IPKat highlights Ross A. Dannenberg's discussion of lawsuits in the video game industry at the More than Just a Game: IV Edition in London

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Katie Laatsch Fink and Robert S. Katz moderate Table Topics at INTA's 2018 Annual Meeting in Seattle

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

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Banner & Witcoff sponsors, Ross A. Dannenberg and Scott M. Kelly present at More than Just a Game: IV Edition in London

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Ross A. Dannenberg judges Wargaming Legal Challenge at Games Industry Law Summit in Vilnius, Lithuania

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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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Twenty-five Banner & Witcoff attorneys named 2018 Illinois Super Lawyers and Rising Stars

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Banner & Witcoff, three attorneys receive top rankings in the 2018 World Trademark Review 1000

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Banner & Witcoff sponsors the 2018 Mark T. Banner Award Luncheon at the Annual Intellectual Property Law Conference in Arlington, Va.

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Robert S. Katz presents "Interplay Between Trademark, Copyright and Design Laws" at INTA 2018 Designs Conference in London

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Helen Hill Minsker recognized in INTA Bulletin for role in INTA/USPTO industry training focused on coffee industry

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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 Welcomes Seven New Associates

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Helen Hill Minsker moderates INTA/USPTO Mini-Seminar on the Coffee Industry in Alexandria, Va.

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Banner & Witcoff receives top ranking for IP and patent litigation, patent law in 2018 Best Lawyers "Best Law Firms"

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Banner & Witcoff recognized by Law360 for role in client YETI Coolers' lawsuit against Costco

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Anna L. King and Luke S. Curran write about the significance of sound marks in Landslide magazine

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

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Banner & Witcoff successfully defends client C&F Enterprises' free speech rights in trademark litigation

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Richard S. Stockton comments on importance of Saul Lefkowitz Moot Court Competition in new INTA video

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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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Sixteen Banner & Witcoff attorneys recognized as 2017 MIP IP Stars

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Ross A. Dannenberg presents "Video Game IP Update" at VGBA Legal Affairs & Game Business Summit in Los Angeles

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Richard S. Stockton recognized in INTA Bulletin for role in Saul Lefkowitz Competition

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Ross A. Dannenberg presents experience with video game industry at GW Law School Entertainment Law Symposium in Washington, D.C.

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Banner & Witcoff, Helen Hill Minsker and Christopher J. Renk receive top rankings in the World Trademark Review 1000 2017

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Robert S. Katz provides update on legal issues around 3D printing and scanning technology for Design Management Review

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Banner & Witcoff Welcomes Four New Associates

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Banner & Witcoff Adds Five Lateral Associates

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Richard S. Stockton recognized for participation in WIPO meeting in IPO Daily News

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Banner & Witcoff welcomes new attorneys Phillip Articola, Mark A. Dalla Valle and Justin M. Philpott

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Banner & Witcoff represents Ellie’s Hats pro bono, files three trademark applications for nonprofit that supports children with cancer

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Ross A. Dannenberg discusses IP issues with Russian magazine Legal Insight

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R. Gregory Israelsen offers reaction to Federal Circuit reversal of refusal to register THE SLANTS in World Trademark Review

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Ross A. Dannenberg discusses Sony's failed attempt to trademark "Let's Play" in Gamasutra

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

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Robert S. Katz discusses the legal issues around 3D printing and scanning technology in Design Management Review

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ABA Journal features Banner & Witcoff's Patent Arcade blog in 9th Annual Blawg 100

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

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Robert S. Katz appointed as Vice Chair of INTA's Design Rights Committee

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Chicago Daily Law Bulletin highlights Helen Hill Minsker's participation in The University of San Francisco School of Law McCarthy Institute and Microsoft Corporation Trademark Symposium

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Richard S. Stockton discusses potential effects of GoDaddy cybersquatting trial in the Daily Journal

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IP Alert: Federal District Court Affirms Cancellation of "REDSKINS" Marks on Summary Judgment and Holds that First Amendment Does Not Control

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USPTO Commissioner for Trademarks Mary Boney Denison joins IPLAC roundtable discussion in Chicago

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

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Banner & Witcoff welcomes new associate Maurine Knutsson

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New USPTO Director Michelle Lee joins IPLAC roundtable discussion in Chicago

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IP Alert: Supreme Court Marks TTAB Decisions as Having Preclusive Effect

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Helen Hill Minsker discusses the Supreme Court's ruling in B&B Hardware v. Hargis Industries in Law360

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R. Gregory Israelsen discusses the Supreme Court's oral arguments in B&B Hardware v. Hargis Industries in IP Litigator

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IP Alert: The Supreme Court Points Courts to Juries on Issue of Trademark Tacking

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Banner & Witcoff, Helen Hill Minsker receive top ranking in the World Trademark Review 1000 2015

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Ross A. Dannenberg discusses the Supreme Court's decision in Hana Financial v. Hana Bank

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IP Alert: Supreme Court Considers Whether Judge or Jury Should Tackle Trademark "Tacking"

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IP Alert: Supreme Court Hears Oral Arguments in B&B Hardware, Inc. v. Hargis Industries, Inc.

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Robert S. Katz joins discussion on intellectual property and crowd-funding in Medium

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TTAB cancels ‘Redskins’ trademark registrations

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Federal court rules in favor of Banner & Witcoff client NIKE, Inc., in "Fuel" trademark dispute

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

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Helen Hill Minsker ranked as a World's Leading Trademark Practitioner in the WTR 1000 2014

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Intellectual Property Today lists Banner & Witcoff as a “Top Trademark Firm”

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Richard S. Stockton discusses gTLDs in the Los Angeles Daily Journal

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Jon O. Nelson and Anna L. King discuss bench and jury trials in World Trademark Review

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IP Alert: Protect Your Rights as New gTLDs Prepare to Launch, Trademark Clearinghouse Opens March 26, 2013

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Richard S. Stockton discusses the next deadline for gTLDs in IP Law360

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IP Alert: You Must Start Your Campaign to Complain About a Generic Top Level Domain by March 13

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Helen Hill Minsker is ranked as a World's Leading Trademark Professional in the World Trademark Review 1000

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New Address for Banner & Witcoff's Portland Office

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Richard S. Stockton discusses the recent settlement between Rosetta Stone Inc. and Google Inc. in IP Law360

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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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