

## Trademarks

Establishing and protecting trademark rights is a key component of our intellectual property practice. Our attorneys obtain a comprehensive understanding of the clients' business and marketing strategies to ensure that trademarks are both protected against unauthorized use and exploited in a manner that gives our clients assurance that no rights are being violated.

We provide U.S. and global strategies for trademark protection. Whether counseling small or large businesses, our attorneys have the depth of experience and expertise required to address issues in a wide array of industries.

Our attorneys handle all types of trademark disputes, including domain name issues, our attorneys are well-equipped to fortify our clients' current trademark portfolios and guide the selection and protection of new marks for products and services. Whether conducting U.S. or international trademark searches or prosecuting a trademark application, our attorneys make sure that our clients receive proper trademark protection. We have substantial experience in licensing and related transactional practice areas to enable our clients to maximize business opportunities.

- Domain names
- International Trademarks
- Trade Dress
- Trademark Cancellation Proceedings
- Trademark Clearance
- Trademark Counseling
- Trademark Litigation
- Trademark Opposition Proceedings
- Trademark Portfolio Management and Brand Protection
- Trademark Prosecution
- Trademark Protection
- Trademark Registration
- Trademark Trial and Appeal Board Matters

## Attorneys / Agents

Martin G. Belisario  
Keith A. Jones  
Alan S. Nadel  
Bridget H. Labutta  
Ronald L. Panitch  
John D. Simmons  
Bijal Shah-Creamer  
Ronald J. Ventola II

## Industries Served

Agriculture  
Automotive  
Pharmaceuticals / Biotechnology /  
Chemicals  
Business Services  
Construction  
Consumer Goods / Retail  
Electronics / Manufacturing / Machinery  
Energy  
Entertainment  
Financial / Banking  
Medical / Medical Equipment / Medical  
Devices  
Technology / Software

**7 Panitch Schwarze Attorneys Named Among 'Best Lawyers in America' // August 15, 2017**

The intellectual property law firm of Panitch Schwarze Belisario & Nadel LLP is pleased to announce that seven of its attorneys have been named to the 2018 edition of *The Best Lawyers in America*®, one of the legal profession's oldest and most respected peer-review publications. [Read more](#)

**John D. Simmons and Bridget H. Labutta Attend Global IP Conference // June 27, 2017**

Intellectual property attorneys John D. Simmons and Bridget H. Labutta attended the May conference of the International Trademark Association in Barcelona, Spain. During the conference, more than 10,200 brand management, trademark, and other IP professionals met for five days of intense learning, business strategy meetings, and networking. [Read more](#)

**Chambers USA Ranks Panitch Schwarze Among Top IP Attorneys for 2017 // May 26, 2017**

Philadelphia and Wilmington IP lawyers ranked among top intellectual property practitioners in U.S. [Read more](#)

**John D. Simmons to Lead Philadelphia IP Law Association // May 18, 2017**

Panitch Schwarze Belisario & Nadel is proud to announce that partner John D. Simmons has been elected to serve as president of the Philadelphia Intellectual Property Law Association (PIPLA). [Read more](#)

**Panitch Schwarze Partner Named to 'Who's Who Legal' // November 2, 2016**

Panitch Schwarze Belisario & Nadel is proud to announce that partner Ronald L. Panitch has been named to the 2016 list of Who's Who Legal: Trademarks. [Read more](#)

**Panitch Schwarze to Host INTA Roundtable on Trademarks // October 7, 2016**

Intellectual property law firm Panitch Schwarze Belisario & Nadel will host an International Trademark Association roundtable focusing on tips for managing trademark projects. [Read more](#)

**Intellectual Property Law Firm to Host International Trademark Association Roundtable // June 2, 2016**

Intellectual property attorneys to host roundtable discussion on behalf of the International Trademark Association. [Read more](#)

**Partner Alan Nadel Speaks On U.S. Patent and Trademark Office Patent Litigation Alternatives //**

September 11, 2015

Patent attorney Alan Nadel of Panitch Schwarze Belisario & Nadel LLP will present a CLE on effective strategies to manage patent and trademark litigation. [Read more](#)

**Panitch Schwarze Attorneys Recognized as 'Leaders in their Field' in Chambers USA 2015 // June 16, 2015**

Panitch Schwarze Belisario & Nadel LLP is pleased to announce that Ronald L. Panitch, William W. Schwarze, Martin G. Belisario, Alan S. Nadel, and Clark A. Jablon have been ranked as "Leaders in their Field" in the 2015 Chambers & Partners USA Directory in the field of Intellectual Property law. [Read more](#)

**9 Panitch Schwarze Attorneys Named Pennsylvania 'Super Lawyers' and 'Rising Stars' for 2015 // May 15, 2015**

Panitch Schwarze Belisario and Nadel LLP is pleased to announce that Ronald L. Panitch, William W. Schwarze, Martin G. Belisario, and Alan S. Nadel have been named to the Pennsylvania Super Lawyers list as five of the top attorneys in Pennsylvania for 2015. [Read more](#)

**Panitch Schwarze Named a Top IP Law Firm by Forbes // May 4, 2015**

Panitch Schwarze Belisario & Nadel LLP, an intellectual property law firm, is pleased and honored to announce

that Forbes magazine has recognized it as a top IP law firm in the Forbes Legal Black Book created by Forbes Business Division. [Read more](#)

**Panitch Schwarze Attorneys Named 2015 'IP Stars' // April 15, 2015**

Panitch Schwarze Belisario & Nadel LLP, an intellectual property law firm, is pleased to announce that attorneys Ronald L. Panitch, William W. Schwarze, and Alan S. Nadel have been named 2015 IP Stars by Managing Intellectual Property, a leading source of news and analysis on intellectual property issues worldwide. [Read more](#)

**PTAB Rules in favor of BBiTV against Hawaiian Telecom // April 1, 2015**

Panitch Schwarze Belisario & Nadel LLP is pleased to announce that today the United States Patent and Trademark Office's Patent Trial and Appeal Board (PTAB) ruled in favor of its client Broadband iTV, Inc. ("BBiTV"). [Read more](#)

**Panitch Schwarze Welcomes New IP Associate Bridget Labutta // February 20, 2015**

Panitch Schwarze Belisario & Nadel LLP is pleased to announce the arrival of the firm's newest associate attorney, Bridget H. Labutta. [Read more](#)

**Panitch Schwarze Ranked Among 2015 'Best Law Firms' // November 3, 2014**

U.S. News has named Panitch Schwarze Belisario & Nadel LLP as a 2015 Best Lawyers® "Best Law Firm." and was specifically mentioned nationally and in the Philadelphia metropolitan area for Intellectual Property. [Read more](#)

**Subject Matter Conflicts in IP // October 2, 2014**

John Steele, Esq., will give a presentation on Subject Matter Conflicts in IP. CLE will be applied for but is not guaranteed [Read more](#)

**Panitch Schwarze Opens New Location in Delaware // September 10, 2014**

Panitch Schwarze Belisario & Nadel LLP is pleased to announce its expansion of its Intellectual Property practice with the opening of a new Wilmington, Delaware office. [Read more](#)

**Best Practices in Intellectual Property Deadline Management // September 9, 2014**

Martin G. Belisario, Partner with Panitch Schwarze Belisario & Nadel LLP, will give a presentation on Best Practices for managing Patent and Trademark prosecution deadlines. Lunch will be provided. CLE will be applied for but is not guaranteed. [Read more](#)

**Panitch Schwarze Announces New Location in Delaware // August 25, 2014**

Panitch Schwarze Belisario & Nadel LLP is pleased to announce its expansion of its Intellectual Property practice with the opening of a new Wilmington office at the Wells Fargo Tower, 2200 Concord Pike, Suite 201, Wilmington, DE 19803. [Read more](#)

**5 Panitch Schwarze Intellectual Property Attorneys Named in 'Best Lawyers in America' 2015 // August 19, 2014**

Intellectual Property attorneys from Panitch Schwarze Belisario & Nadel LLP were included in the oldest and most respected peer-review publication in the legal profession. Best Lawyers recognized each of these attorneys for their Intellectual Property practice. [Read more](#)

**Panitch Schwarze Intellectual Property Attorneys Recognized as 'Leaders in their Field' in Chambers USA**

**2014 // July 10, 2014**

Panitch Schwarze Belisario & Nadel LLP is pleased to announce that Ronald L. Panitch, William W. Schwarze, Martin G. Belisario, Alan S. Nadel, and Clark A. Jablon have been ranked as "Leaders in their Field" in the 2014 Chambers & Partners USA Directory for the field of Intellectual Property. [Read more](#)

**Inequitable Conduct: A Recap of Therasense and Subsequent CAFC Decisions // June 26, 2014**

Summer Associate William Kaufmann will give a presentation on Inequitable Conduct. Lunch will be provided. CLE is being applied for but is not guaranteed. [Read more](#)

**8 Panitch Schwarze Intellectual Property Attorneys Named Pennsylvania 'Super Lawyers' and 'Rising Stars' for 2014 // May 23, 2014**

Panitch Schwarze Belisario and Nadel LLP is pleased to announce that Ronald L. Panitch, William W. Schwarze, Martin G. Belisario, and Alan S. Nadel have been selected to the Pennsylvania "Super Lawyers" list as four of the top attorneys in Pennsylvania for 2013. [Read more](#)

**Australian and New Zealand Patent Law // May 14, 2014**

Matt Adams, Partner with AJ Park in New Zealand, will hold a presentation on various updates in New Zealand and Australian patent law. Lunch will be served. CLE will be applied for but is not guaranteed [Read more](#)

**Panitch Schwarze Ranked Among 2014 'Best Law Firms' // November 1, 2013**

*U.S. News* has named Panitch Schwarze Belisario & Nadel LLP as a 2014 Best Lawyers® "Best Law Firm." and was specifically mentioned nationally and in the Philadelphia metropolitan area for Intellectual Property. [Read more](#)

**5 Panitch Schwarze Intellectual Property Attorneys Named Among 'Best Lawyers in America' for 2014 // August 15, 2013**

Intellectual Property attorneys from Panitch Schwarze Belisario & Nadel LLP were included in the oldest and most respected peer-review publication in the legal profession. Best Lawyers recognized each of these attorneys for their Intellectual Property practice. In addition, Ronald L. Panitch was named the 'Best Lawyers' 2014 Philadelphia Litigation - Patent "Lawyer of the Year." [Read more](#)

**Trademark Enforcement in the New Internet Domain Landscape // May 9, 2013**

For a fee, trademark owners can record their marks with the Trademark Clearinghouse, and this information will be made available to those seeking to register new generic top-level domain names, or gTLDs. [Read more](#)

**Ronald Panitch Recognized in the 2012 International Who's Who of Trademark Attorneys // April 30, 2012**

For the second year in a row, Ronald L. Panitch has been recognized as being among the world's leading Trademark lawyers in the 2012 edition of The International Who's Who of Trademark Lawyers, part of the 2012 compendium volume of The International Who's Who of Business Lawyers. [Read more](#)

**4 Panitch Schwarze Intellectual Property Attorneys Named 'Best Lawyers in America' for 2012 // November 18, 2011**

Four attorneys were recently selected by their peers for inclusion in The Best Lawyers in America 2012-2013. In addition, the firm was ranked in the Best Law Firms rankings, published in November's U.S. News and World Report's Money issue. [Read more](#)

**IP Partner at Panitch Schwarze Belisario & Nadel Speaks at Law Review CLE // April 25, 2011**

Alan S. Nadel, a Partner at Panitch Schwarze Belisario & Nadel LLP was a speaker at the LawReviewCle's

“Introduction to Copyright, Trademark & other Intellectual Property Law CLE” on March 31, 2011, at the Radisson Plaza Warwick Hotel in Philadelphia. [Read more](#)

## FROM THE BLOG

April 12, 2018

### **The Whats and Whys of IP Audits**

An IP audit is a systematic examination and verification of a company’s intellectual property assets and an analysis of strengths and threats. A company’s IP assets may be invaluable. [Read more](#)

March 15, 2018

### **Why Enroll Your Trademark in the Amazon Brand Registry?**

Selling on Amazon is nearly ubiquitous, so it’s imperative to protect your brand – your trademark – across the platform. Amazon has made it easier to do so by overhauling its Brand Registry last year and creating, in their own words, “an accurate and trusted experience for customers.” As a brand owner, you must have a dual focus on strengthening and protecting your brand while also engaging and serving your customers. The Amazon Brand Registry supports this dual focus. [Read more](#)

February 28, 2018

### **Here Comes the Rush to Trademark ‘Philly Special’**

One of the Philadelphia Eagles Super Bowl victory’s most memorable moments witnessed was a gutsy play that the team called the “Philly Special.” It was one of the boldest calls in Super Bowl history, and it has inspired some bold moves at the U.S. Patent and Trademark Office (“USPTO”), as well. As the term “Philly Special” has spread like wildfire through Eagles’ fandom, quick-thinking entrepreneurs have raced to capitalize on it, filing trademark applications to secure the rights to those golden words. [Read more](#)

December 27, 2017

### **2017 Supreme Court and Federal Circuit IP Year in Review**

Throughout 2017, Panitch Schwarze has carefully watched key intellectual property disputes at the U.S. Supreme Court and the Court of Appeals for the Federal Circuit (CAFC). The following 2017 cases will impact the protection of intellectual property in the United States. [Read more](#)

December 5, 2017

### **A Successful Association of Legal Administrators Regional Conference**

I recently attended the Association of Legal Administrators (ALA) Regional Conference in Nashville, TN on a scholarship from the First State Chapter of ALA. At the conference I attended seminars that focused on leadership, communication and innovative thinking for administrators in the legal profession. [Read more](#)