



Intellectual Property

Lagerlof's Intellectual Property team is dedicated to protecting the ideas, innovations and goodwill of our clients so they can realize the most value from their intellectual property (IP) assets.

Lagerlof
LAWYERS **LLP**



ABOUT LAGERLOF,LLP

Lagerlof, LLP is the largest law firm in Pasadena. As we continue to grow we know size isn't everything – Lagerlof, LLP has over 100 years of experience and nearly 1,000 years of attorney experience satisfying clients and leading the market in strategic legal support.

With roots dating back to 1908, we have been involved in shaping the legal and business landscape in Southern California for more than 100 years. We stand for innovation tempered with practicality, for thoroughness grounded in common sense, and above all else, for impeccable integrity. We strive to be trusted counselors and not just attorneys. Our goal is to establish lasting relationships, and to that end have served many of our clients for decades and some families for as many as four generations.

Even with significant history, we pride ourselves on staying current on the latest legal trends and technology to service our clients.

We look forward to showing you the new Lagerlof - grounded in tradition, focused on the future.

"I take great pride in being able to support my clients, their businesses, and ideas. Our approach is always strategic and client focused."

-Collin Spillman, Associate Attorney

Lagerlof^{LLP}

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Integrity. Hard Work. Excellence. Team.



INTELLECTUAL PROPERTY

Lagerlof's Intellectual Property team is dedicated to protecting the ideas, innovations and goodwill of our clients so they can realize the most value from their intellectual property (IP) assets.

Our attorney's experience with trademarks and copyrights has helped established businesses, tech start-ups, and artists distinguish and protect their goods, services, and creative works in an ever challenging and saturated marketplace. We have experience dealing with the United States Patent and

Trademark Office to overcome the hurdles encountered in obtaining trademark registrations and the obstacles that come with maintaining a trademark, including oppositions, cancellations, and other proceedings before the Trademark Trial and Appeal Board (TTAB). We offer strategic experience, effective representation, and remain client-focused.

This material has been prepared for general informational purposes only and is not intended to be relied upon as professional advice. Please refer to your advisors for specific advice.

OUR AREA OF EXPERTISE IS AS FOLLOWS:

- Obtaining and maintaining trademark and copyright registrations
- Prosecuting and defending against trademark opposition and cancellation proceedings before the TTAB
- Advise on developments in IP law and protection strategies
- Acquisition, sale and licensing of IP