

When to Call for Trademark or Copyright Help

When your client wants to:

- Reserve a corporate name, an assumed name, or a fictitious name
- Incorporate or change its name
- Register a new domain name or buy a domain name from a third party
- Hire an advertising agency or launch a new brand
- Expand into new geographic territories or product or service areas
- Launch a web site
- Enter into or terminate distribution or license arrangements
- Hire an independent contractor to develop advertising brochures, computer software, web sites, or other creative works for them
- Start using a song, photo, text, graphics, or other creative work because someone told them it is in the public domain
- Go public or obtain private financing
- Acquire another company
- Create a joint venture with another company
- Stop a third party from using a brand name, domain name, or copyrighted work that infringes the client's intellectual property or from making a false advertising claim
- Defend itself against a third party claim of trademark infringement, cyberpiracy, dilution, unfair competition, false advertising, copyright infringement, violations of rights of publicity or privacy, or breach of contract involving intellectual property rights
- Take a security interest in the assets of a third party
- Go bankrupt or liquidate
- Sell off some or all of its stock or assets

Who to call: Elizabeth Buckingham, x2178

For additional group members, check the Dorsey & Whitney intranet site under the Technology Group, Trademark and IP Litigation Practice Groups and under the Technology Licensing Practice Group.