

# DyKEMA | Brandamentals®

*One Fee – One Source – Comprehensive Trademark Protection*



[www.dykema.com](http://www.dykema.com)

Washington, D.C. | California | Illinois | Michigan | Minnesota | Texas

## Make Your Mark: Completely. Simply. Predictably.

Your company's brand is its relationship with its customers. It needs to be strong and well-protected. That means ensuring your product and service marks are registered in every jurisdiction around the globe where you do significant business, and especially where you source your products. Brand protection can be like venturing into the unknown, with no clear road map to follow and where uncertainties abound, not the least of which is the high cost and unpredictability of legal services. At Dykema, we've travelled this road many times before assisting companies of all sizes with their trademark procurement and brand protection needs in a wide range of industries including consumer products, emerging technologies, life sciences, biotechnologies, software, e-commerce, manufacturing and service-related businesses. We created the BRANDAMENTALS program to simplify the brand protection process and pricing. You pay one price, receive all the protection you can eat, and leave the rest to us. BRANDAMENTALS is complete brand protection, made affordable and cost-predictable.

## Ready. Set. Save.

With BRANDAMENTALS, you pay one price and receive an array brand identity and reputation management services in return. All work bears the hallmarks of "Dykema quality" at a fixed cost designed to match your budget. You will have peace of mind knowing your brands are covered at a price you can count on. No surprises. And that means you can more focus your company's time, money and energy to creating products and services, and to generating and keeping satisfied customers.

## Look What You Get:

- Company-wide trademark audit and brand protection strategy recommendation
- Global Snapshot™ of your company's mark, as registered worldwide
- Filing and prosecution of trademark applications (U.S. and worldwide)
- Anti-counterfeiting protection
- Social media profile registration
- Monitoring registers and marketplace for counterfeits and infringement
- Competitive intelligence
- Demand letters to address third party infringement and unfair competition
- DMCA notice and takedown requests

- Consultation on domestic and international trademark protection
- Ongoing general consultation on trademark and advertising matters
- Customs recordation and anti-counterfeiting strategies
- Brand usage guidelines
- Preparation of template license agreement
- Docketing services
- Maintenance and renewal of registrations

With BRANDAMENTALS, you also can call Dykema lawyers for general consultation on other legal matters such as patents, copyrights, contracts, healthcare, regulatory, FDA, government funding, technology partnership agreements, employee matters, tax, benefits, and real estate. Legal services outside the trademark area may result in additional legal fees under a separate engagement.

We are prepared to discuss modifying the above list to meet your unique needs.

## An Exceptional Value Starting as Low as \$10,000 Per Year

BRANDAMENTALS is an annual pay one price "all you can eat" subscription program covering those services listed above and is an exceptional value, providing a suite of brand identity and reputation management services at a fraction of their true cost. It does not include Government filing fees, foreign lawyer or agent fees or disbursements paid to third party vendors, all of which are simply passed through to you with no additional charges on our legal bills. Moreover, certain services — such as litigation — are beyond the scope of this program. Dykema is fully equipped to handle these services; however, a different engagement will be required. All client relationships under the BRANDAMENTALS program are documented in an engagement letter, which confirms the terms and conditions of the representation.

## Is Dykema BRANDAMENTALS Right for You?

Do you believe in your company brand and want to be protected from unauthorized use by others? Have you had it up to you ears with the high cost of trademark legal fees? Are you frustrated with traditional billing for trademark services? If this sounds like you, BRANDAMENTALS is your complete, simple and effective solution. If you are interested in working with us, or would like to learn more about this program, call or email our BRANDAMENTALS program leader, Eric Fingerhut at 202-906-8618 or [efingerhut@dykema.com](mailto:efingerhut@dykema.com).

Please visit us at [www.dykema.com](http://www.dykema.com)