

Venable Launches Innovative Wellbrand™ Naming Solutions Service

Venable LLP's Trademark Prosecution and Counseling Group is pleased to announce the launch of the Wellbrand service, an innovative naming solution that leverages Venable's trademark-law intelligence to accelerate the process of finding effective brand names.

By teaming with our clients in the early stages of name development, Venable can develop already-cleared naming options that help clients "get to yes" faster when selecting names. With team leaders who have worked together for more than 20 years clearing and protecting brands worldwide, Venable attorneys draw on a deep well of experience to develop names that are more likely to avoid refusal by the Trademark Office (USPTO) and challenge by third parties*.

Venable can provide already-cleared naming options at key moments: the moment of brand name creation; when outside-developed names do not clear; and when a naming alternative is needed to resolve a dispute quickly. Currently available only to established clients of Venable's widely respected Trademark Prosecution and Counseling Group, the Wellbrand service bridges the gap between marketing needs and legal know-how to avoid product launch and dispute-related interruptions.

Andrew D. Price, co-chair of Venable's Trademark Prosecution and Counseling Group, said, "Choosing the right name not only yields meaningful marketing opportunities, but also the power to mitigate potential legal risks. Over the past two decades, our team has amassed the knowledge and experience clients rely on to establish, protect, and profit from their brands. The Wellbrand service is yet another manifestation of this

experience. We are excited to watch as our clients benefit from this proactive, cost-saving, and solution-oriented service.”

This service complements and enables the work of marketing professionals, in-house counsel, and advertising agencies by helping them understand and implement name selection strategies that are more likely to succeed. When marketing departments seek strategic trademarks to fit existing campaigns, the Wellbrand team can also step in and help to position clients against competitive threats.

Rebecca Liebowitz, co-chair of Venable’s Trademark Prosecution and Counseling Group, said, “The Wellbrand service is a natural outgrowth of our group’s commitment to providing comprehensive counsel from product inception onward. Clients who utilize this innovative service will enjoy peace of mind, knowing that their chosen name is not only well suited to the product, but also more likely to withstand the legal challenges that frequently threaten trademarks.”

About Venable’s Trademark Prosecution and Counseling Group
Venable sets the “gold standard” when it comes to serving clients’ trademark and brand-related needs on a global basis throughout the trademark lifecycle, from clearance and filing/prosecution to enforcement, licensing, and beyond. For 10 consecutive years, Venable’s Trademark Prosecution and Counseling Group has been recognized among the elite in the Washington, DC metro area – a central hub in global and national trademark law – by World Trademark Review 1000: The World’s Leading Trademark Professionals. The Group currently ranks in the highest Gold Tier for Prosecution and Strategy, in part for its role as a global thought leader and innovator. For example, Venable was one of the first to develop a now-imitated staffing model that features a number of non-partner-track attorneys with deep trademark experience, allowing us to provide clients with a rare combination of competitive pricing and best-in-class quality. Functioning uniquely like a

boutique trademark firm within an Am Law 100 general-practice firm, the firm's other nationally ranked practices give our trademark attorneys constant exposure to a broad array of complex problems. In this way, clients get the best of both worlds: a thought-leading, innovative approach to trademark practice coupled with big-firm experience and strength.

*Names provided will clear a preliminary U.S. registry search, with no more than low-to-moderate risk of USPTO refusal or third-party challenge. A full search is needed to more fully assess risk. Venable does not warrant that the name is definitively available.