

## **Trademark Protection & Registration**

Securing and enforcing [trademarks](#) can improve a business' market share, promote brand recognition, generate licensing income, and boost goodwill. Additionally, properly registering your trademarks can substantially protect your business as well as your customers from competitors, knock-offs, counterfeiters, and other bad actors.

Patterson is committed to helping our clients identify and protect their core trademarks. Whether your business is launching its first product or manages a global product portfolio with associated trademarks and service marks, our firm can help you tailor and enforce a trademark protection strategy to protect your business locally and worldwide.

[U.S. Registration No. 6,673,777](#) for "FLEX FIT" registered March 15, 2022 to Magnetek, Inc. of Menomonee Falls, Wisconsin.

[U.S. Registration No. 6,668,533](#) for "ADMIXUS" registered March 8, 2022 to Mini Fibers, Inc. of Johnson City, Tennessee.

[U.S. Registration No. 6,658,064](#) for "ATTRACT CONNECTION FOCUS FINALE APPRECIATION" (and Design) registered March 1, 2022 to Face Amusement Group, Inc. of Gray, Tennessee.