



## **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. Trademarks for Feb.:

[U.S. Registration No. 6,991,860](#) for "FIELD CRAFT" registered February 28, 2023 to Barrett Firearms Manufacturing, Inc. of Christiana, Tennessee.

[U.S. Registration No. 6,984,746](#) for "ALICE IN IVORY" registered February 28, 2023 to Alice In Ivory of Chicago, Illinois.