



## **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. 7,340,568 for JOANIE'S registered March 26, 2024 to Jason Day of Murfreesboro, Tennessee.

U.S. Registration No. 7,331,860 for "PROLOGICS" registered March 19, 2024 to Prologics Europe, Ltd of Bedfordshire, United Kingdom.

U.S. Registration No. 7,324,435 for "MOBIREX NEO" registered March 12, 2024 to Kleemann GmbH of Göppingen, Germany.