KILPATRICK TOWNSEND

4 KEY TAKEAWAYS

Multijurisdictional Litigation Strategy for Br

Brand owners are often faced with the need to litigate over trademark rights aga party in more than one jurisdiction. Kilpatrick Townsend Trademark Partners Gre Hooker recently presented on strategies, best practices, and recent developmen undertaking multi-jurisdictional litigation. **Four key takeaways from the disc**

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Trademark law remains largely territorial, but efficient enfor requires that you organize your enforcement resources and manner that best takes advantage of multiple options for er

Clarity in your business objective is critical to determining whether multiple enforcement options should be deployed. A mixture of options can help address problems ranging from global infringers of an important brand to "whack-a-mole" problems of mundane online infringements.

Don't be afraid to depart from the familiar. When you have European jurisdictions can provide faster injunctive relief a at less cost than the United States. The ITC is an importar

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at less cost than the United States. The ITC is an importar
that can create significant settlement leverage or highly eff
while overcoming some of the procedural complications cre
(e.g. service of process; discovery).

Use your administrative remedies (e.g. oppositions, cancellations, UDRPs, and take-downs) wisely so that you preserve and maximize your ability to use litigation to create optimal results and secondary exposures to infringers.

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Related People



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