

## **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. 6,654,288](#) for "DABVILLE" registered February 22, 2022 to Red Barn Holdings, Inc. of Madisonville, Kentucky.

[U.S. Registration No. 6,640,329](#) for "REPELLER" registered February 08. 2022 to Man Repeller, LLC of New York, New York.

[U.S. Registration No. 6,634,510](#) for "LIFEWAY" (and Design) registered February 01, 2022 to Lifeway Christian Resources of the Southern Baptist Convention of Nashville, Tennessee.