

## **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.

[Patterson Intellectual Property Law](#) is pleased to announce the following recently issued [trademark](#) registrations obtained for our clients:

[U.S. Trademark Registration No. 6,503,593](#) for "UNIDOS" registered September 28, 2021 to Lifeway Christian Resources of the Southern Baptist Convention of Nashville, Tennessee

[U.S. Trademark Registration No. 6,502,747](#) for "ONVO" registered September 28, 2021 to Liberty Truck Center, Inc. of Scranton, Pennsylvania

[U.S. Trademark Registration No. 6,495,726](#) for "KINGZBEAT" registered September 28, 2021 to Tianjin Top Cool Musical Instrument Co., LTD of Tianjin City, China