
Jewelry & Watches

A hallmark of Fross Zelnick's practice has always been the development and protection of trademarks, copyrights, and design patents in jewelry, watches, and related retail services. Our long-term clients include household names in the design, manufacturing, and retail of jewelry and watches throughout both luxury and mass market segments, including TIFFANY and TIMEX. Whether we are enforcing rights in our client's famous house marks in the U.S. or around the world, searching and clearing marks globally for new lines, or obtaining registrations for non-traditional marks, we remain our clients' trusted partner through their decades of growth.

Beyond word marks, we put our collaborative experience to work in securing protection for clients' jewelry and watch designs from first launch through iconic status, drawing on copyright, design patents, and trademarks to provide multi-layered and seamless protection as rights develop in one form of protection even as they expire under another. We have broken ground in securing international protection for colors and distinctive packaging that consumers identify with our clients. And we work closely with customs authorities in key commercial jurisdictions to stop the import and export of infringing goods before they reach the market.

Strengths that Matter to our Clients:

- Deep knowledge of strategies available to secure intellectual property protection throughout the lifetime of jewelry and watch designs in the U.S. and around the world
- Comprehensive global ability to secure, protect, and enforce both traditional and non-traditional trademark rights across multiple jurisdictions
- Extensive experience in identifying the intricacies of jewelry and watch designs which can be protectable design features

Decisions

Solid 21, Inc. v. Hublot of America

Polar Bear Productions, Inc. v. Timex Corp.

Cartier International AG v. Coachman

Swatch Group (U.S.) Inc. v. Movado Corp.

De Beers LV Trademark Ltd. v. DeBeers Diamond Syndicate, Inc.

Movado Corp. v. Global Computer Corp.

Citizen Watch Co. of Am. v. BJ's Wholesale Club

Cabot Company Limited d/b/a Cabot Watch Company v. Combat Watch Company, LLC

Cartier International AG v. Daniel Markus, Inc.

Representative Experience

- Clients include Tiffany, Timex, Movado, Cartier, David Yurman and others.
- We have received numerous fame decisions on behalf of Tiffany, which help to protect the brand and its marks. We also do a fair amount of design work for them though we might want to say this without mentioning their names
- Secured three-dimensional trademark registrations in the U.S. for iconic features of many jewelry and watch designs
- Enforce iconic designs against sellers who make counterfeit or imitation products, such as bracelets, rings, or necklaces
- Enforce design patents for watches against third-parties who are selling imitation or similar products
- Address secondary market issues involving false claims of warranty and unauthorized use of product photos