

Professional Services

Fross Zelnick is proud to be a long-term partner with leading providers of professional and financial services, including members of the Big Four accounting firms and a major international bank. We recognize that our clients' trademarks and service marks are valuable symbols of their reputation and the trust and goodwill they have built with their clients. We also appreciate that their marquee marks serve to establish a unified identity for global organizations comprised of many member firms with different cultures.

Working hand-in-glove with our clients to protect their reputations around the world, we provide a full spectrum of services from battling infringement of famous marks to clearing new marks and launching global filing programs. In counseling our clients, we are sensitive to differences in the time and effort they wish to invest in distinctive house marks that set them apart from their competitors, contrasted with descriptive product-specific marks for which there may be an industry-wide culture of mutual tolerance. Informed by our extensive experience, we tailor our advice accordingly.

Strengths that Matter to our Clients:

- Awareness of the intricacies of our clients' products and services, often at the frontier of cyber technology, and ability to "translate" these into trademark terms
- Sensitivity to our clients' commitment to preserving the confidentiality of their clients' information
- Understanding of complex corporate structures and their effect on trademark ownership

Decisions

Regulatory Fundamentals Grp. LLC v. Governance Risk Mgmt. Compliance, LLC

Lion Capital LLP v. Stone Lion Capital Partners L.P.

Entrepreneur Media, Inc. v. EYGN Ltd.

Lane Capital Mgmt. Inc. v. Lane Capital Mgmt. Inc.

I.M.S. Inquiry Mgmt. Sys., Ltd v. Berkshire Info. Sys., Inc.

Novus Group, Inc. v. Dean Witter, Discover & Co.

American Express Co. v. Vibra Approved Labs Corp.

Werbungs & Commerz Union Austalt v. Robert LeShufy, et al.

Lynch Jones & Ryan v. Standard & Poor's

Creel Abogados, S.C. and Carlos Creel v. Creel, Garcia-Cuellar, Aiza y Enriquez, S.C.

Representative Experience

- Obtained well-known mark decisions in enforcement actions in China on behalf of a global management consulting company
- Conducted many worldwide trademark searches for various clients
- Handled clearance and filing trademark applications for non-traditional sound marks in the form of a sonic logo for financial services company
- Assisted financial services company in rebranding efforts involving one of the largest banks in Latin America