



Intellectual Property Trademarks

Yigal Arnon & Co.'s Trademarks Group provides a wide range of services in connection with the registration and protection of marks through their correct use and registration in Israel and internationally.

We assist startups from their earliest stages on everything from the choice of tradenames, strategic planning and territorial and international registration to the correct use of trademarks. We also advise large Israeli and multinational companies. Our team:

- Performs domestic and international trademark searches for our Israeli and foreign clients, for the purpose of registering new marks or locating breaches
- Prepares legal opinions with respect to the suitability of a mark for use and registration
- Advises on the definitions contained in the trademark application and handles the Trademark Registry process
- Drafts commercial agreements involving trademarks and goodwill

We also work with foreign colleagues to assure that our clients' trademarks in Israel and in other places receive optimal protection, and we represent our clients in trademark litigation in all Israeli courts.