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INTELLECTUAL PROPERTY

Trade names, slogans and logos are powerful tools for dental practices seeking to market to prospective patients. However, practices need to be certain that they have the right to use such intellectual property before starting – or they run the risk of becoming embroiled in costly infringement disputes. Pierce & Mandell, P.C. has more than three decades of experience protecting and enforcing intellectual property rights for its professional clients.

- Before commencing use of a trade name, slogan or logo, it is crucial that a practice confirm that it has the right to utilize that intellectual property. Pierce & Mandell can assist with an efficient, comprehensive clearance search to provide the practice with piece of mind.
- Trademark registration for trade names, slogans and logos is vital – to confirm the practice’s rights in the intellectual property, to prevent infringements, and to establish an intellectual property portfolio that can add significant value to a practice. Pierce & Mandell attorneys have prosecuted thousands of trademark applications, and can assist practices secure both Massachusetts and federal trademark registrations.
- Once a practice has established intellectual property rights, it must actively protect those rights. Pierce & Mandell can assist your practice monitor the marketplace for potential infringements, and can perform all necessary enforcement activities up to and including litigation in state and federal courts. Pierce & Mandell has successfully litigated dozens of intellectual property disputes for its clients. In one well-known case in federal court, Pierce & Mandell assisted a dental practice establish protectable trademark rights in the name “Boston Dental” and secured a preliminary injunction stopping use of an infringing name.

For assistance with intellectual property matters please contact 617-720-2444, or email Robert R. Pierce at bob@piercemandell.com or Thomas E. Kenney at tom@piercemandell.com.

The above information does not constitute legal advice. We recommend that dental practices retain attorneys to address their intellectual property needs.