

**Does your company or do your clients really require  
“BIGLAW “  
for their trademark and copyright matters?**

Are you a brand manager of a Fortune 500 company? Are your company's trademarks their crown jewels? Do you require collaborative thinking of the best legal minds to strategize on the selection and enforcement decisions pertaining to brand identity? Then **BIGLAW** is an obvious choice for you.

**Or Not so big law**

But sometimes **BIGLAW** is not required for the selection, protection and enforcement of your client or company's brand identity. Whether you are a startup, have just achieved mezzanine financing or are in the leagues of the midmarket companies, something smaller may be adequate.

**Selecting the right referral**

If you are a business lawyer, investment banker or accountant, your referrals need to match the needs of your client. And sometimes the client does not need or will not benefit from the admittedly extensive resources which may be available in big firms.

In selecting a trademark attorney for your client, you might consider whether the trademark attorney you propose to refer has extensive prosecution experience, has litigated trademarks, has participated in Trademark Trial and Appeal Board proceedings, whether the attorney personally has a network of lawyers outside of the United States for foreign trademark prosecution, whether there is a depth of knowledge available, whether the attorney you talk to will personally handle your trademark portfolio, and whether the attorney participates in professional activities in his or her field.

Paul D. Supnik is not **BIGLAW**. But he has practiced in the areas of trademark and copyright law in the Beverly Hills “triangle” for over 30 years.

Areas of Practice include:

**Trademark Law**

Preliminary injunction proceedings  
Anti-counterfeit enforcement/defense  
Litigation  
Selection and development  
Trademark searches and interpretation  
Federal registration  
Foreign registration  
Customs recordation  
Oppositions and cancellations  
Counseling on trademark usage

**Copyright Law**

Litigation  
Assignments and recordation  
Searches  
Interpretation of rights  
Termination of transfers  
Licensing and contract negotiation  
Preliminary injunction proceedings  
Anti-piracy enforcement/defense

For more information, see his website at [www.supnik.com](http://www.supnik.com).



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**... for not so big law**