



Trademark

At a Glance

We Operate Globally

MWM manages over 14,000 trademark files across 150+ jurisdictions worldwide.

We are Efficient

MWM provides the appropriate level of skilled resources to assist clients on every project and work together to ensure all matters are not overstaffed.

Multilingual Expertise

Our employees are fluent in several languages, including Spanish, German, Japanese, Mandarin, Arabic, French, Farsi, Korean, Hebrew, and Vietnamese.

Overview

Munck Wilson Mandala has an international reputation of excellence providing comprehensive and tailored legal solutions to a diverse range of global trademark clients. Our attorneys have over a century of combined experience expertly guiding enterprises on all aspects of the selection, prosecution, protection, and enforcement of trademark and related rights.

As one of the strongest trademark portfolio management teams in the southern United States, we manage the worldwide trademark portfolios of multiple Fortune 100 companies. Our team counsels entities of all sizes on advertising campaigns, broadcasting compliance with FTC guidelines, compliance licensing agreements, name, image & likeness, protection of business and product names, retail and consumer protection laws, publicity rights, and more. We are well-versed in drafting and reviewing agreements that maximize the value of your trademarks through strategic licensing and partnerships. Our team also assists with comprehensive IP due diligence needs for merger and acquisition deals involving valuable IP assets.

We maintain close, strategic partnerships with highly skilled and accomplished world-class counsel that allow MWM to efficiently manage our client's IP portfolios. Our active involvement with the International Trademark Association (INTA) strengthens our collaborations in key foreign markets, delivering tailored, client-focused strategies. Where appropriate, we leverage International Registrations (IR) under the Madrid Protocol to reduce initial filing costs and simplify maintenance across jurisdictions.

Maximizing Name, Image, and Likeness (NIL) Value

Our NIL-focused services empower athletes, universities, agencies, and brands to unlock the full potential of their intellectual property. Our NIL team comprises former world-class athletes, actors, and others well-connected within the sports and entertainment industry who combine their unique backgrounds and legal expertise to provide unmatched

representation to companies and athletes engaged in NIL deals. We address a range of complex issues arising from NIL deals, including issues closely related to the intersection between licensing, publicity rights, and trademarks and copyright law. Our IP expertise safeguards original content, endorsements, and media assets to provide tailored NIL solutions while ensuring compliance with legal and regulatory frameworks.