



Brand Protection, Management & Enforcement (portfolio management/brand management)

Masuda Funai appreciates that a company's brand is its most important asset. As a result, we take the concerns and interests of each client seriously, and believe that the right approach to protecting and managing their IP portfolio requires a multi-step, collaborative effort that balances legal issues and commercial objectives.

So that our clients can properly manage and leverage their brand, our attorneys advise on promotional strategies, the selection of strong patents, trademarks and service marks, providing clearance opinions, and executing effective methods for IP use on a global scale. We continuously monitor each client's IP in order to prevent infringement of their valuable rights, including enforcement against infringers of their patents, trademarks, service marks, domain names, copyrights, trade secrets and other confidential or proprietary information. We have established a strong track record of cease and desist actions and work with clients to determine if litigation is necessary to protect their interests.

Our firm offers a deep understanding and substantial experience in negotiating and drafting complex, multi-level IP agreements that support brand development. We have drafted, negotiated and executed licensing transactions and supplemental agreements in multiple industries and jurisdictions, representing some of the largest companies in the world in their licensing efforts. In addition, we are involved in IP due diligence in connection with mergers, acquisitions and other corporate transactions, as well as provide opinions with respect to the risks of a target company's IP portfolio.

In the ever-changing world of social media, we advise on disparagement, online infringement of IP, the use of our client's IP on social media, privacy, waivers, releases and publicity matters, contests and sweepstakes, and the sale of products and services online. We develop and help our client's to execute comprehensive IP and social media policies, and prepare up-to-date privacy policies and website terms and conditions that are compliant with the latest federal and state laws for this area.