

A scenic view of a canal in Amsterdam, featuring a row of colorful, multi-story buildings with many windows. The water reflects the buildings and the sky. In the foreground, there are yellow autumn leaves on the left side. The sky is blue with some clouds.

PARDALIS &
NOHAVICKA

**PROTECTING YOUR BRAND GLOBALLY
& ENTERING THE U.S. MARKET**

OCTOBER 2019 | WEWORK AMSTERDAM

VAROSSIEAU [®] IP

ABOUT US

Pardalis & Nohavicka is a full-service law firm based in New York City with offices in Manhattan and Queens.

We handle an eclectic array of matters representing individuals and business owners in:

- ❑ Civil Litigation
- ❑ Trademark Services
- ❑ Business Transactions
- ❑ Employment Law
- ❑ Intellectual Property Protection
- ❑ Patents

Our mission is to approach each matter with the utmost in ethical standards and integrity. With their experience and unique approach, our attorneys regularly solve problems for a total fee lower than comparable firms charge. We cannot help but consider it a professional honor to be entrusted with your business and personal matters.

We are counsel to innovative companies, start-ups, and brands around the world, and are thrilled to be here to offer you and your business full protection!

WE ARE GLOBAL



Counsel to innovative companies, start-ups, and brands around the world.

Taso Pardalis

Partner

Taso may be a well-known attorney with many cases making headlines in major media outlets, but at heart, he is a true entrepreneur that believes in supporting the small business community.

His passion to help create professional success stories has led him to spearhead the firm's operations and the "Giving Back Initiative" that offers free legal advice globally to entrepreneurs within the WeWork space.

Taso's areas of concentration are: Intellectual Property, Trademarks, Corporate, and Business Law.

Taso, along with his partner Joe, started PN Lawyers with a shared love for justice and helping others. They have clearly depicted that by working hard, success has no limit.



VAROSSIEAU

PN Lawyers is proud to be joined by
our partner attorney in Amsterdam:

Lisette Varossieau, Esq.

VAROSSIEAU^{IP}

Lisette Varossieau is a legal professional with many years of experience as a lawyer in intellectual property law, contractual and related matters in the broadest sense of the word. She is specialized in Intellectual Property, Advertising, Privacy, Food and Information Law and Contracting.

As a lawyer she worked for many companies, copyright organizations, designers, artists and more. She always strives for a tailor made solution and the optimal result for the client and its case/issue. Lisette moved to Silicon Valley in the United States in 2014. In 2016 Lisette was registered as lawyer at the Amsterdam Bar in The Netherlands again.



Why WeWork

PN Lawyers has been in operation for eleven years and apart of the WeWork family as of Fall 2016, when we established our "Giving Back Initiative."

Our firm humbly began out of a windowless office above a taxi garage in Queens. We too have been exposed to the expected hardships and obstacles that come with starting your own business. After several years of paying our dues by putting in hard work, endless office hours and always giving our clients 100% of our attention and time, we have reached our goal and tripled our growth. Today, PN Lawyers has 3 offices throughout New York City and many clients globally. Therefore, we are now at a position to finally "Give Back" and help other business and startup owners jumpstart their professional journey to proper career success.



As WeWork is providing workspace for startups, small businesses, and freelancers, we're offering necessary, affordable legal protection and hand-holding for these same companies..

We are happily available 24 hours a day and 7 days a week. Give us a call and you will receive a live person, not an automated message. Send us an email and you will receive a reply back instantly.

Flow of Events

This evening, we will be reviewing the following topics:

- **Protecting Your Business**
- **Intellectual Property Breakdown**
- **Trademark vs. Copyright in the U.S. & the Netherlands**
- **Entering the U.S. Market**

Protecting Your Business

Regardless of industry, product, or service, all entrepreneurs, business, and startup owners need to take the proper steps in legally protecting their business **BEFORE** they begin taking their first real steps.

The last thing you want is to advance in your business and then find that you have to change the name of your entire company because someone has realized that you're using a variant of their name and wants to sue you.



While your initial to-do list may seem never ending, the most important task of all is ensuring that your intellectual property is properly protected.

Intellectual Property

Intellectual Property: a work or invention that is the result of creativity, such as a manuscript or a design, to which one has rights and for which one may apply for a trademark, copyright, patent etc...

Kinds of Intellectual Property

- ❑ Trademarks
- ❑ Patents
- ❑ Copyrights
- ❑ Trade Secrets
- ❑ Registered Designs
- ❑ Tradenames



Protecting Your Intellectual Property Is Crucial

Without protection of ideas, businesses and individuals would not reap the full benefits of their inventions and would focus less on research and development.

If you do not protect your intellectual property proactively and early, you might have to protect it defensively later. Which is not only time consuming, but also very costly.

Trademark or Copyright

It is vital to differentiate between what type of protection is best for your business before investing.

Trademarks

- ❑ Protects words, logos, etc... used in commerce and also for those not used in commerce yet.
- ❑ Serves as a source identifier connecting a particular good/service to its owner.
- ❑ Must renew 6 years after registration, then every 10 years.
- ❑ By registering, you can sue for trademark infringement & recover monetary damages.
- ❑ Trademark applications can be filed even if the trademark is not actually used in commerce yet.
- ❑ Publicly build your brand and increase consumer recognition and trust.

Copyright

- ❑ Protects “original works of authorships” in “tangible form” (no ideas!).
- ❑ Gives authors the right to control their works in anyway they see fit.
- ❑ For individuals, lasts for life of the author, plus 70 years; no need to renew.
- ❑ Covers both published and unpublished works



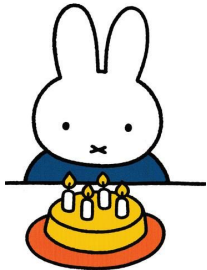
Trademark/Brands

- ❑ A sign can be protected by trademark law if it is registered either before a national office (USPTO for US brand, BOIP for a Benelux brand), before the EUIPO for a Community Trademark or before the WIPO (for an International trademark)
- ❑ To be valid, the brand shall be an AVAILABLE DISTINCTIVE sign
- ❑ Trademark protection lasts 10 years and could be renewed indefinitely



Copyright in The Netherlands

- Copyright is obtained automatically by the mere creation of a work. No registration necessary.
- Term: Copyright shall expire 70 years after the death of the author
- Only original works. The work must be a creation which has its own, original character and bears the personal imprint of the maker.
- Exploitation rights: reproduction + communication to the public
- Moral rights: acknowledgement of name author, the right to oppose any alteration of the work.



How to file your Dutch trademark:

1. **Contact Lisette for your free legal consultation.**

Simply knock on Lisette's door at WeWork Weesperstraat 61 to discuss your trademark matter!

Email: Lisette@VipLegal.nl

2. **Lisette will talk you through the process and recommend the next best step for you.**

3. **Before you know it, you are on your way to getting your business protected.**



Entering the U.S. Market

Entering the U.S. market can seem challenging:

it is not a single market, but rather 50 different markets.

So how can obtaining a U.S. trademark help?

Obtaining federal registration through a U.S. trademark means that your trademark is protected throughout the U.S., whether you actually use it in a certain location, all across the U.S. or even if you plan on using it in the near future.

A U.S. trademark will help distinguish your product or service in a vast and very competitive market.



Why Your Company Needs a U.S. Trademark

While acquiring a trademark is generally a good idea, investing in registering your trademark in the United States gives your company/brand a big advantage and allows you to instantly enter the competitive U.S. market with the following rights:

- ❑ Exclusively use the trademark in connection with specific goods or services
- ❑ Grant licenses for use of the trademark to third parties
- ❑ The right to sue for trademark infringement
- ❑ Empowers US Customs & Border Protection to block imports that infringe the mark or are counterfeits once the registration is separately “recorded” with Customs. At no extra cost, you will have Customs in your corner in preventing infringement



Why Do Companies Register in Delaware?



- Delaware corporate law contains rules and provisions that are friendly to corporations and executives
- Companies incorporated in Delaware are subject to Delaware corporate law, even if their headquarters are in other states
- Security against corporate law changes that could negatively affect corporations, as Delaware's economy is largely based on franchise tax (e.g. they do not have sales tax, and their property taxes income is low, as most companies prefer to have headquarters elsewhere, like NY or California)
- Good quality court system, rich case law, efficiency and predictability regarding corporate disputes

How to file your U.S. trademark:

Our attorneys are readily available to serve you 24 hours a day/7 days a week no matter your geographical location.

Here are the simple steps to file your trademark QUICKLY & SECURELY:



- 1. Contact us for your free legal consultation.**
For your convenience, we are available in person, via email, phone, or video conference.
contact@pnlawyers.com | 212.213.8511
- 2. We file your trademark.**
- 3. We hold your hand through the process.**
You will receive period updates and our attorneys will be available to answer any questions you may have.
- 4. Congratulations! Your trademark has been registered.**

How Can We Help You?



Schedule Your Free Legal Consultation

**We know how expensive it can be to receive proper legal counsel.
Take the opportunity to have your legal questions answered in complete confidentiality...**

- We offer 100% free legal 1-on-1 consultations to discuss your legal issue at hand and work with you to develop an action plan.
- There are no strings attached. Simply contact us at 212.213.8511 or contact@pnlawyers.com to get started.
- Have a question about IP in Amsterdam? Email Lisette at: Lisette@VipLegal.nl





There is no such thing as a wrong question....



Check out our website and follow us on social media for more content, videos, blog posts, and events!

pnlawyers.com

varossieau-ip.com



[/pnlawyers](https://www.instagram.com/pnlawyers)



[/newyorkcitylawyers](https://www.facebook.com/newyorkcitylawyers)



[/pnlawyers](https://twitter.com/pnlawyers)