

A low-angle photograph of the Eiffel Tower in Paris, France, with lush green trees in the foreground and background. The tower's intricate lattice structure is visible, and the scene is bathed in soft, natural light.

PARDALIS &  
NOHAVICKA

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

OCTOBER 17, 2018 - OCTOBER 19, 2018

# 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!

# 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.





# Lydia Vradi

Attorney

Lydia is an intellectual property attorney, focusing on trademark, and copyrights. She is a licensed attorney in Europe and in the U.S., and has obtained Master Degrees (LL.M.) from London's City University and the University of Pennsylvania Law School, where she was also part of the Intellectual Property and Technology Legal Clinic. She handles all of the firm's intellectual property matters, including trademark filing, prosecution and licensing, and works with startups as well as large corporations in the protection of their IP and trademark portfolios.

Speaks French, Greek, English





PARDALIS & NOHAVICKA, LLP  
— ATTORNEYS —

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

Mélanie Vion Avocat

# MÉLANIE VION

## Avocat

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Mélanie has been handling IP matters since the beginning of her practice by having worked in a well-known niche law firm specialized in IP litigation, that focused on representing French luxury companies on the protection of their trademarks and designs before French civil and criminal courts.

Mélanie started her own business at WeWork Coeur Marais on December 1st, 2017 to be in total immersion with business owners, small businesses, and start-ups.

Mélanie advises and defends the rights of clients in a broad range of sectors and professions such as industry, advertising and media, as well as fashion, design and e-business.



# MÉLANIE VION

## Avocat

### Practice areas:

- IP
- Data protection
- Commercial
- Litigation
- Distribution and Consumer law

### Key Strengths:

- Think outside of the box
- Pragmatic and insightful when it comes to anticipating risks and counter arguments
- Good at judging the right balance
- Extensive knowledge of the luxury sector
- Can draft all types of business agreements
- Handles a full range of IP and commercial law related litigation

### Experience Highlights :

- Elaborating strategies for the registration, protection, surveillance, defense and enhancement of industrial property rights (search of prior trademarks, registration, surveillance and defense).
- Managing brand, design and domain name portfolios
- Managing litigations before the French civil, commercial and criminal Courts in relation to IP and commercial matters
- Drafting and negotiating all kind of contracts in particular IP assignment contracts, distribution contracts, service contracts, settlement agreements
- Advising clients in their business relationships in general and in particular in the termination of their commercial relationships with their service providers

# 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.



# 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...

## Five Kinds of Intellectual Property

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



## 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.

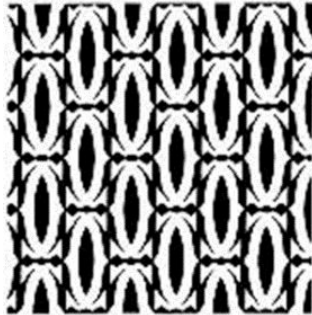
## Copyright

- ❑ 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

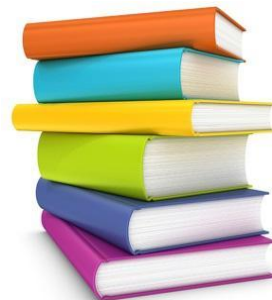
- ❑ A sign can be protected by trademark law if it is registered either before a national office (USPTO for US brand, INPI for a French brand), before the EUIPO for a Community Trademark or before the WIPO (for an International trademark)
- ❑ To be valid, the brand shall be an AVAILABLE DISTINCTIVE sign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



# *Droit d'auteur/Copyright*

Under French law,

- French “droit d’auteur” (kind of copyrights) protects any intellectual work provided it is ORIGINAL ;
- No application/registration is required to benefit from the “droit d’auteur” protection
- Droit d’auteur protection lasts 70 years after the death of the author or 70 years after the disclosure of the intellectual work if it elaborated by a company





# *Registered Designs*

- The appearance of a product, i.e its shape, patterns and colours. is eligible for protection as a Registered design or model.
- Almost any industrial or handicraft item can be protected by Design protection except for computer program

These features can be those of the product itself or its ornamentation as soon as it is NEW and has INDIVIDUAL CHARACTER.

- A registration is required to benefit from the Designs protection.
- The design may be registered before a national IP office (INPI in France for example) or before the EUIPO (for a registered Community Design).

A registered Community design is valid in all countries of the European Union.

- Design protection lasts 25 years (5 x 5 years)

# *Registered Designs*



**A toy**



**A logo**



**An ornamentation**



**Web Design**



**Part of a product**



**A Cloth**

# *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





# Your Questions Answered

Many of our clients have similar questions regarding trademark registration. We will go over the most frequently asked questions to ameliorate your understanding of the process!

## Why do I need to register a trademark?

*Here are the top three (of many) reasons why:*

1. By registering for a trademark you build the brand and value of your company. It will allow for greater business opportunities as you gain the ability to expand geographically in a faster pace.
2. By registering your mark, you prevent others from obtaining a similar mark, as you then have the right to use the registered trademark symbol: ®
3. Not only can you prevent others from obtaining your mark, you can also rightfully sue for damages.

## Do I need an attorney to file a trademark?

- While you do not need an attorney, it is advisable to consult a trademark attorney prior to filing for a large range of reasons:

The USPTO has very specific procedures and complex formatting requirements that must be exactly followed or else you risk your application being refused or delayed.

- If you fill in the application yourself and it is rejected due to mistakes, you will have to re-apply and potentially wait another 8 months for your trademark protection.
- Your competitors have an opportunity to oppose your trademark application as part of the registration process. If this happens, you will have to defend your application, if you fail to do so, it is deemed abandoned.

## How long does it take to have my trademark registered?

- The application process, up to the final registration of the trademark, takes approximately 4-6 months.

## Can I use my trademark before registration complete?

- Yes, you can use your trademark before the registration is complete. Additionally, you get priority over similar subsequently filed marks.



## Do trademarks, copyrights, and patents protect the same things?

No - they each protect different types of intellectual property.

- ❑ Trademarks: protect the names and/or logos under which companies market their goods/services to consumers.
- ❑ Copyright: protects original works of authorship including literary, dramatic, musical, and artistic works.
- ❑ Patents: protect inventions that are useful, novel, and non-obvious.



**For Example:** You invent a new kind of mobile device. It would be advisable to apply for a **patent** to protect the invention. You would then need to register a **trademark**, to protect the brand name and logo under which the device is sold. Then, depending on the case, you might need to register a **copyright** for your website, if it includes original copyrightable content.

# *We Make Filing a Trademark Easy*

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](mailto: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.**



# *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](mailto:contact@pnlawyers.com) to get started.
- You can also find a sign up sheet at one of the nearby tables and meet with any of our attorneys this week while we are in Paris.



# *We're In Paris All Week!*



PARDALIS &  
NOHAVICKA  
IS COMING TO PARIS!

**PROTECTING YOUR BRAND &  
ENTERING THE U.S. MARKET:  
1 - ON - 1 CONSULTATIONS**

OCTOBER 17



PARDALIS &  
NOHAVICKA  
IS COMING TO PARIS!

**LEGAL WORKSHOP FOR  
FRENCH ENTREPRENEURS,  
START-UPS AND  
SMALL-BUSINESS OWNERS**

OCTOBER 17



PARDALIS &  
NOHAVICKA  
IS COMING TO PARIS!

**LEGAL LUNCHEON:  
ENTERING THE US  
MARKET & PROTECTING  
YOUR BRAND GLOBALLY**

OCTOBER 18



PARDALIS &  
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**LEGAL OFFICE HOURS FOR  
FRENCH SMALL BUSINESSES &  
START-UPS**

OCTOBER 19



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