

# Consumer Products

It's all about protecting consumers against confusion, right? Households around the world are full of products our clients produce and Fross Zelnick knows just how to protect those brands and the consumers who use them. We clear the marks for use around the globe and then enforce clients' rights against infringers and counterfeiters to ensure that the brand's integrity is maintained and consumers are protected. Our clients come from myriad areas, including cleaning products, automotive goods, food and beverage, electronics, personal care products, cosmetics, clothing, footwear, home appliances, and fitness and exercise equipment, to name a few. To protect our clients' brands, we use everything available in our IP arsenal: trademarks, designs, trade dress and copyright – and we do it everywhere in the world.

Think about how many households there are in the world and you might wonder, "How do brand owners effectively protect and police their brands all over the world? Where do they even begin?" At Fross Zelnick, we know how to help develop strategies – based on the specific needs and goals of each client – to secure, protect and enforce their rights. And we know how to do that for clients of all shapes and sizes from startups like Bonobos and Peloton to established global brands like Johnson & Johnson and Kao Corporation. No client is too small or too big for us to help guide their IP strategy and, with our deep knowledge and experience, we are able provide cost-effective and sensible approaches to IP protection in the U.S. and around the world.

## Strengths that Matter to our Clients:

- Ability to quickly understanding the client's business and goals, regardless of their size or age
- Experience in securing registrations for virtually every kind of consumer product across jurisdictions around the world
- Deep knowledge of how to best cover the variety of goods and services in this vast area of products and ability how to help clients license their goods when needed
- Ability to guide startups on strategic, cost-effective IP protection that provides critical initial protection that can expand, as needed, with growth

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## Decisions

Perfetti Van Melle USA v. Cadbury Adams USA LLC

Kraft Foods Group Brands LLC v. Cracker Barrel Old Country Store, Inc.

Inter-IKEA Systems B.V. v. Akea, LLC

Kam Hing Enters., Inc. v. Wal-Mart Stores, Inc.

Frida Kahlo Corporation v. Tupperware Corporation

Warner Bros., Inc. v. Gay Toys, Inc.

Inter-IKEA Systems B.V. v. Arsen Manasyan

Crown Awards, Inc. v. Discount Trophy & Co., Inc.

M&G Elecs. Sales Corp. v. Sony Kabushiki Kaishi

Times Mirror Magazines, Inc. v. Field & Stream Licenses Co.

Maher & Maher, Inc. v. Unisonic Products Corp.

Henri Bendel, Inc. v. Sears, Roebuck and Co.

JR Tobacco of America, Inc. v. Davidoff of Geneva (CT), Inc.

## Representative Experience

- Clients include Ann Taylor, Colgate-Palmolive Company, Diageo PLC, Energizer Holdings, The Estée Lauder Companies, Inc., The Gap, Heineken N.V., Henkel AG & Co. KGaA, Johnson & Johnson, Kao Corporation Kraft Foods Group, Inc., Mondelēz International, Inc., L'Oreal SA, PepsiCo, Philip Morris International, Inc., Unilever PLC, S.C. Johnson, Spectrum Brands, and Yum! Brands, Inc.
- Represented a Fortune 100 company in its divestiture of its consumer health business involving the transfer of ownership for more than 1000 trademarks globally
- Assisted a consumer health manufacturer in developing a global trademark filing strategy for its product packaging designs enabling it to better protect its trade dress from infringers

