

Hospitality & Hotels

For decades, Fross Zelnick has been at the forefront representing the ever-evolving hospitality industry, as it has expanded from hotel and resort properties to the residences, entertainment, leisure and retail sectors, in the U.S. and worldwide. As the hospitality industry has grown internationally, so has the reach of branding and guest offerings. Fross Zelnick has worked proactively with our hospitality industry clients not only to maintain and further develop trademark and related IP portfolios, but also to address any third-party issues that may arise when expanding into new markets, also working closely with corporate counsel in drafting, reviewing and providing input on the various agreements and licenses that are part and parcel of this ever-changing business.

Strengths that Matter to our Clients:

- Broad in-depth and long-term experience in, and knowledge of, the industry
- The ability to provide prompt and detailed IP advice on licensing and other contractual issues as well as acquisitions
- Industry-specific experience in protection and enforcement of IP for an expanding range of goods and services

Representative Experience

- Secure well-known status for major international hotel and hospitality brands
- Develop proactive IP review and clearance strategies for jurisdictions in anticipation of short and long-term growth plans in new markets