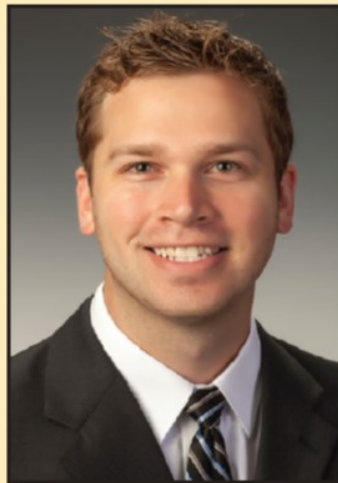


“Ask the Legal Professional”

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PROTECTING TRADEMARKS

**Q** Can't We Just Share Potentially Conflicting Trademarks?

**A** As brand awareness becomes more important for companies, trademark protection has become increasingly essential. This has led inevitably to different companies using potentially conflicting marks upon either geographical expansion of one company or expansion of one company's product line. By using a Coexistence

Agreement, however, these potentially conflicting marks can coexist peacefully in the marketplace. By each party recognizing rights in respective marks, a Coexistence Agreement is used to establish the terms on which the marks can coexist in the marketplace. A Coexistence Agreement sets forth the future rights of each party in sufficient detail to avoid future disputes. By clearly defining the obligations of each party, both marks can be used simultaneously in the marketplace. Both parties also consent to registration of the marks with the U.S. Patent and Trademark Office. Coexistence Agreements can be an effective way to promote your company's brand in today's crowded marketplace.

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