

# Serves as Primary Outside Counsel to a Real Estate Brokerage and Management Company

SmithAmundsen serves as primary outside counsel to a real estate brokerage and management company for trademark, copyright, brand management, marketing, privacy and other related matters.

Our firm assists the real estate brokerage in the management of the company's active worldwide trademark portfolio and the management of its brand. We routinely provide brand strategy and advice, and handle trademark clearance, filing and maintenance. We also work closely with the real estate brokerage in its efforts to defend, protect and enhance its valuable marks and brand in the marketplace. We also advise the real estate brokerage company on marketing and management related matters, including expansion into other markets, internal operations procedures, compliance questions, and how to successfully expand the company's presence and brand in its markets and in joint-ventures with other real estate partners.

## PROFESSIONALS

Elisabeth Townsend Bridge  
Partner

Lisa A. Johnson  
Partner

Ryan M. Priscock  
Associate

## RELATED SERVICES

Intellectual Property

Outside General Counsel

Real Estate, Zoning & Public  
Finance