StradleyRonon

Experience

Midwest Flavor "Mooves" to Philadelphia

Stradley Ronon's IP Team is handling intellectual property issues, including managing and enforcing the company's trademark portfolio, for The Cow and the Curd, a mobile food vendor based in Philadelphia.

Since 2013, The Cow and the Curd has operated special-events trucks that target the growing craft beer market selling their nationally recognized beer battered Wisconsin cheese curds. A Wisconsin culinary staple, cheese curds are one of the world's most craved regional foods, however they have been relatively unknown in cities without cheese factories, until now. Chosen as one of the top four fried foods in the country by NBC's First Look and most recently ranked as the 5th most popular food truck in America, The Cow and the Curd is one of only a few trucks to have reached national success and recognition.

Related Services

- Intellectual Property
- Corporate
- Litigation