StradleyRonon

Experience

Stringing Together IP Results for Martin Guitar

Headquartered in Nazareth, Pa., Martin Guitar has been creating some of the finest instruments in the world for more than180 years. Martin guitars have been used by luminaries such as Elvis Presley, Johnny Cash, Bob Dylan, Eric Clapton and Willie Nelson. In fact, the U.S. Patent and Trademark Office has recognized the fame of Martin's trademarks.

Among the many interesting and unique IP issues that have arisen around the world are a dispute over the theft of the company's signature trademark in China, enforcement of marks globally and on the Internet, contracts with musicians and licenses with others in the music industry. Stradley Ronon understands the importance of the Martin brand and trademarks, and provides strategic counseling and management directed to Martin's global trademark portfolio.

Related Services

- Intellectual Property
- Corporate
- Litigation