



## Smart solutions for trademark and design protection

We provide worldwide coverage for key IP services – from searches and registrability assessments to enforcing and defending your IP rights in proceedings at IP offices and courts. Our technology-driven approach enables fast, accurate, and cost-effective solutions. Whether launching a new brand, expanding internationally, or managing a complex IP portfolio, we combine innovation with legal expertise to protect and maximise your IP assets.

[CONTACT](#)



The global law firm CMS provides clients with a comprehensive view of the IP landscape and showcasing a mix of “traditional methods mingled with modern technology”, the outfit delivers “practical advice that sometimes seems bold, but always pays off”. The Austrian team, made up of Egon Engin-Deniz, Hans Lederer and Gabriela Staber, is “extremely responsive, experienced, and knowledgeable”.

**WTR 1000, 2025**

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# Our services I

## Trademark and design searches

Want to know about the risks associated with using a new brand name or registering a new design? We conduct tailored searches using licensed AI-driven search tools to assess potential conflicts. For trademarks, we check for identical marks or perform full availability searches covering identical and similar trademarks, company names, apps, domain names and online use. For designs, we review existing registered designs to identify possible overlaps or infringements. This enables you to make informed decisions before adopting or applying for a new trademark or design, or considering a rebranding or product launch.

## IP portfolio management

Managing IP – from a single brand to global portfolios – can quickly become challenging. We take on the administrative tasks such as handling renewals, recordals of assignments and licences, dividing of trademarks and other housekeeping duties to ensure your rights remain secure and enforceable. Through our global CMS network and partner firms, we support you in every jurisdiction – from opposition proceedings in Sudan to trademark filings in the United States of America.

## Trademark registrability assessment

We evaluate whether your trademark meets formal registration requirements and identify any risks of refusal by trademark offices. This proactive check reduces delays and increases your chances of successful registration.

## Trademark and design filing

Ready to secure protection for your new brand or product design? We advise on the optimal national or international filing strategy, prepare applications, respond to office actions and guide your marks and designs through the application and registration process swiftly and cost-effectively.

## Trademark watching and monitoring services

Proactive monitoring is key to safeguarding your brand. Our monitoring services alert you to identical or similar trademark applications enabling prompt action before dilution occurs or conflicts materialise.

# Our services II



## Brand strength and trademark portfolio analyses

We analyse the structure of your trademark portfolio to understand the strength and value of brands, which is essential for licensing, transactions, and investment decisions.

## Enforcement and litigation

We protect your IP against infringement and misuse, nationally and internationally. Our team handles opposition and cancellation proceedings, enforces your rights before courts and IP offices, and defends you against third-party claims. With a strong litigation track record and a focus on commercial outcomes, we combine legal expertise with strategic enforcement tailored to your business goals.

## Licensing and transactions

We help you unlock the full value of your intellectual property. Our team drafts and negotiates tailored licence agreements that align with your commercial objectives, supports you in structuring and executing IP-driven asset deals, and conducts thorough IP due diligence to mitigate risks and identify opportunities. Combining legal precision with strategic insight, we ensure your deals are commercially sound, compliant, and aligned with your business objectives.

## Assessment of trademark trends

Stay ahead of industry shifts and competitor activity. We deliver one-off or recurring reports on trademark filing trends within specific industries or by selected competitors, giving you strategic insights into evolving brand landscapes.

## Dispute resolution

Not every trademark conflict has to end in court. We support you in resolving disputes through negotiating coexistence agreements and alternative dispute resolution mechanisms. Our goal is to find efficient, business-oriented solutions that preserve commercial relationships while protecting your rights.



Well-structured IP department covering prosecution, litigation, online infringement and criminal prosecution of IP-infringements. In prosecution matters, using the newest technology for brand and name-checking. In patent matters, using AI-based technology for landscaping and FTOs. Highly successful in achieving immediate injunctive relief orders. Effective AFA management cross-border.

**The Legal 500, 2025**





# CMS Vienna Trademark & Design Team

For inquiries contact [trademarks@cms-rrh.com](mailto:trademarks@cms-rrh.com)



The team at CMS appreciates the commercial realities experienced by us and advise us by seamlessly balancing the law and its practical application.

**Chambers Global, 2024**



**CONTACT**