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California Trademark Maintenance Program

Our Trademark Maintenance Program provides the following benefits for eligible registered California trademarks and service marks:

- Responsibility for maintenance and renewal of trademarks shifts from client to law firm; we calendar and keep track of all relevant dates and deadlines;
- Timely prepaid filing of renewal declarations as required by law to avoid abandonment of mark (\$500 value per instance at current firm rates);
- Drafting of trademark infringement cease and desist letters when notified of infringement by client, mailing, faxing, and follow up on letter (excludes litigation, opposition and cancellation proceedings, arbitration, mediation, and UDRP proceedings; \$400+ value per instance at current firm rates); and
- Unlimited legal advice and counsel regarding appropriate mark display and use on products, websites, advertising materials, etc.
- Excludes litigation, mediation, arbitration, negotiation, co-existence agreements, ownership transfers, and the like.

\$250 per year per mark for the first class of goods/services. \$200 for each additional class of goods for the same mark. \$200 additional in combination with federal trademark registration/maintenance program for same mark. Guaranteed renewal pricing for the first five years of service, regardless of firm legal fee increases or California filing fee increases. One filing or cease and desist letter every year or two, and the service pays for itself. Exclusions and limitations apply. Inquire for U.S. federal and foreign trademark registrations. Trademark prosecution and other services available separately. Trademark monitoring services available at additional cost. Volume discounts may apply in some instances; please inquire. Attorney has no responsibility for late filings or trademark abandonment if client does not provide renewal materials at least one month in advance of the renewal deadline.