

meet

MARISSA TERRELL, FOUNDING PARTNER



Fashion attorney, Mariessa Terrell, is President of the Washington Area Lawyers for the Arts and the founder of FashionTrademarks.biz

Prior to starting her own firm, Ms. Terrell worked at the US Patent and Trademark Office as a Trademark Examining Attorney and helped to register trademarks for fashion and beauty industry leaders, including Estée Lauder, Balenciaga, Revlon, Dooney & Bourke and many others. Today, Mariessa continues to diligently champion the need for a strong fashion economy in DC while providing exceptional, reasonably priced legal services.

An expert in the field of marketing and intellectual property, Mariessa has lectured on branding and trademark law throughout the US and has taught courses at both Southeastern University and the Community College of the District of Columbia.

In 2006, Mariessa initiated a series of projects to recognize the achievements of DC's burgeoning fashion communities, including drafting legislation (Bill 17-173) to create a Commission on Fashion Arts and Events. In 2013 Washington, DC Mayor Vincent Gray appointed Mariessa to serve as a DC Fashion Commissioner.

In 2012 Mariessa began writing Retail Therapy, a fashion column for the *MidCity DC* newspaper. Mariessa also publishes a fashion lifestyle blog, *Yoo Hoo Darling*.

Mariessa received her Bachelor of Arts Degree from Pace University in New York City and received her Juris Doctorate degree in 1998 from Howard University School of Law.

about

SBC IP LAW GROUP

Strategic Brand Consultants (SBC IP Law Group) was founded in 2002 to help clients manage and protect their brand image through the use of trademarks, copyrights, patents, license agreements and non-disclosure agreements.

We are dedicated to offering comprehensive brand management, brand protection and promotion services that meet the diverse needs of our clientele.

SBC Law Group intellectual property attorneys have significant experience in every aspect of intellectual property protection, enforcement and docket management.

Our clients range from start up companies, to well-established brick and mortar companies in an array of industries. We advise rising fashion designers, unique non profits, interior designers, boutique owners, top defense contractors, international tea purveyors, educators, painters, songwriters, et al.

fashion TRADE MARKS

The fashion industry is a specialized industry where branding is highly developed and consumers are particularly sophisticated. In 2003, SBC IP Law Group created a special division, FashionTrademarks.biz, to address the unique needs of fashion and beauty companies.

CONTACT US

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what's

THE DIFFERENCE BETWEEN

two black dresses?



YOUR BRAND!

fashion TRADE MARKS

A Division of SBC IP Law Group

We protect fashion brands for less.
Trademarks. Copyrights. Contracts.

Trademarks have become the safest and easiest way to protect fashion designs, packaging and beauty products.

what is

FASHION LAW?

Fashion law deals with the day to day business problems of the fashion and beauty industries. As with other recently developed sub-specialties of business law, fashion law is a compilation of several different legal disciplines. Fashion law incorporates relevant concepts from intellectual property (IP), commercial sales, customs, real estate, employment, advertising law, and more.

what is

A FASHION TRADEMARK?

Fashion trademarks are perhaps the most widely recognized form of IP in the fashion industry. They appear on makeup, shoes, shirts, dresses, eyewear, etc. A trademark can include words, slogans, logos and designs. They protect consumers and owners by enabling customers to distinguish between products from different companies in the marketplace.

why do you

NEED A STRONG FASHION TRADEMARK?

Under current US law, it is legal to copy fashion designs just not the trademark (brand name or logo). Trademarks have become the surest and easiest way to protect fashion designs, packaging and beauty products. Trademarks can be used to distinguish fashion and beauty goods from would be imitators in a saturated market-place.

why should you

FILE YOUR FASHION TRADEMARK WITH THE US PATENT AND TRADEMARK OFFICE (USPTO)?

- ✓ A federal trademark registration is all the evidence that you need to establish ownership of your mark.
- ✓ A federal trademark registration allows you to bring your infringement claim in federal court.
- ✓ Once you have a federal trademark, it is easier to obtain a trademark registration in a foreign country.
- ✓ A federal registration may be filed with US Customs Service to prevent importation of counterfeit goods.

why should you

HIRE US TO REPRESENT YOU?

Our attorneys have worked in the field of fashion law for over 10 years. We make the trademark registration process simple and affordable by selecting marks that will be afforded the most protection, conducting searches to determine trademark availability and drafting and filing the trademark application. Plus all staff attorneys have honed their skills as Examining Attorneys with the US Patent and Trademark Office by helping to register hundreds of fashion brands for leaders in the fashion industry, including, Revlon, L'Oréal, Estée Lauder, Balenciaga, Chanel, Dooney & Bourke, Avon and many others.

how much

IS THIS GOING TO COST?

Not nearly as much as you think! Our main objective is to exceed your expectations in a manner that is most cost effective. To that end, and to help meet your budgetary needs, SBC IP Law Group offers alternative fee arrangements, which include fixed fees and discounted rates.

Trademark Services

- ✓ Developing strategy to obtain best protection for goods/services
- ✓ Drafting memorandum responsive to USPTO Office Actions
- ✓ Drafting Cease and Desist Demand Letters
- ✓ Filing Trademark Trial and Appeal Board (TTAB) briefs when necessary
- ✓ Litigating client claims before Trademark Trial Appeal Board when necessary

Copyright Services

- ✓ Providing copyright protection for logos, brand names, jewelry designs, packaging designs, books, magazines, fabric imagery, etc.

Contract Services

- ✓ Drafting Non-Disclosure Agreements, Product Licenses, Retail Agreements, Lease Agreements