

Consumer Products

Evolving consumer demands continue to drive the already fast-paced domestic and global consumer products markets. Most notably, accelerated digital innovation has resulted in instant comparison and scrutinization of products and has profoundly changed the way consumers now evaluate and purchase goods. At Rothwell Figg, we have spent decades providing legal counsel to consumer goods companies regarding their IP and in advising on marketing strategies and brand awareness that enhance customer loyalty and ROI.

Our firm advises on every aspect of identifying and protecting consumer product focused IP portfolios — often comprised of utility patents, design patents, trademark, copyright, trade dress, and/or trade secret protection — that realize a comprehensive legal and business strategy and the advancement of long-term and short-term commercial objectives. In addition, we are fluent in the role sustainability now plays in this industry given the recent pandemic.

Our team delivers the legal and business skill and specialized industry insight to succeed when representing clients that range from start-ups to large, international corporations. We advise such clients on selecting and establishing trademarks, developing brand protection programs, registering and protecting copyrights, and reviewing advertising and marketing materials to identify copyright, trademark, and fair use issues. We provide patent and trade secret protection for products and processes, assist in developing successful licensing programs, and aggressively challenge infringement of client rights. We work diligently with each client to identify liability and risk, particularly in Internet marketing and compliance with privacy laws at the state and federal levels.

If litigation is needed, we are formidable advocates throughout the dispute resolution process and, if needed, at trial and on appeal. Our highly honed skills are supported by our undeniable depth in branding and licensing and technical training and backgrounds in a broad range technologies. We defend class actions alleging unfair competition and deceptive trade practices and prosecute and defend claims of trademark and copyright infringement and litigation involving piracy and counterfeit goods.

We know, from hands-on experience, what drives competition in both the regional and global consumer products markets, and we work with each client to identify and monetize opportunities for growth. Our team works closely with in-house counsel, engineers, industrial designers, business leaders, and marketing executives to tailor our advice to each clients' unique products and overarching financial imperatives. Our experience in the consumer products market spans the full range of industries, a sampling of which includes:

- Automotive
- Consumer electronics
- Food and beverage
- Health and beauty



- Household goods
- Lighting
- Pharmaceuticals and medical devices
- School and office
- Tools and appliances
- Toys, games, and novelty products