

NMWatch™

Your Brand's Guardian in the Ever- Evolving Digital Landscape



In today's evolving digital world, safeguarding your brand online is no longer a reactive measure, it's a strategic imperative.

NMWatch™ goes beyond traditional trademark policing, leveraging cutting-edge AI, extensive databases, and deep expertise to develop and implement customized policing strategies that cover trademarks, domain names, and emerging threats in the digital landscape, ensuring your brand shines bright amidst the noise.

The NMWatch™ Difference:

- **AI-powered vigilance:** Our proprietary technology scans online environments, including websites, social media, marketplaces, and the dark web, identifying potential infringements of your trademarks and domain names.
- **In-depth expertise:** Our team of intellectual property attorneys and online investigators, with deep experience in both online and trademark office matters, analyzes each case and develops a tailored response strategy.
- **Customized protection:** We understand your brand's unique needs and vulnerabilities. We build a customized strategy that fits your industry, budget, and risk profile, considering factors like geographic scope, industry threats and online presence.
- **Foresight through Internet Policy involvement:** Our active engagement in Internet Policy allows us to anticipate emerging threats and opportunities and allowing us to proactively address these issues before they impact your brand.
- **Flat-rate simplicity:** You get clear, predictable costs for complete trademark and domain name protection.
- **Quarterly reporting:** Stay informed with detailed quarterly reports that track identified infringements, actions taken, and overall brand health, including insights from our Internet Policy expertise.
- **International reach:** Our global network ensures your intellectual property is protected across borders, regardless of where infringements occur.

Contact us today for a free consultation and discover how NMWatch™ can help you secure your brand's future.

**Related Practice
Areas**[Intellectual Property](#)

Why Nelson Mullins?

- Reduced risk of brand dilution and damage.
- Improved brand reputation and consumer trust.
- Increased revenue protection and market share.
- Enhanced brand control and peace of mind.
- Cost-effective and transparent pricing.
- Proactive and cutting-edge brand intelligence and Internet Policy insights.

Experience

Following is a selected sampling of matters and is provided for informational purposes only. Past success does not indicate the likelihood of success in any future matter.

In the intellectual property litigation context, Nelson Mullins has represented clients in trademark matters in jurisdictions across the United States, including CA, FL, GA, NC, NY, SC, TN, and TX, and have selected and supervised counsel for matters in jurisdictions outside the United States, including before the Tribunal de Grande in Paris. Nelson Mullins has also been involved in more than 100 matters at the TTAB. Representative matters include:

- Represented a testing company in a copyright and certification mark infringement matter where Nelson Mullins was not only able to defeat claims of infringement but won a multi-million dollar counterclaim against the plaintiff for unlaw interference with its business relationships and false advertising
- Represented a plaintiff law firm in a trademark infringement, false advertising, and unfair competition claims against online lead generation lawyer referral service. This case was one of the first cases to assert claims arising out of deceptive “bait and switch” schemes in which defendants bid on and purchased plaintiff’s trademarks as search engine advertising keywords and used them to generate misleading sponsored advertisements with “click-to-call” button that diverted potential clients searching for plaintiff to defendants’ call center, where defendants sought to refer those clients to other personal injury lawyers for a fee.
- Represented plaintiff who is the operator of a large chain of convenience stores in an opposition of the application for the mark to be used for a convenience store. After a trial, the TTAB decided the case in favor of the plaintiff.
- Developed a domain name policing campaign to address conference registration and hotel reservation scam. Successfully shut down infringing websites and recovered more than 10 domain names.
- Counsel for defendants and counterclaimants in an alleged partnership dispute over intellectual property, including website, domain name and trademark of the business.
- Quickly brought UDRP proceeding for a commercial client to recover domain name used in connection with a business email compromise attack.