

PAUL R. HOFFER

OF COUNSEL / DETROIT METRO OFFICE

Paul's practice involves trademark clearance, prosecution, enforcement, and brand management. Paul's diverse clientele and wealth of experience make him an effectual communicator and adept at understanding the needs and concerns of his clients.

Paul regularly counsels clients from start-ups to multi-national corporations and has experience representing clients in various industries including apparel, vehicles, dietary supplements, medical devices, and cannabis. Previously, Paul worked at a firm where he represented a dietary supplement manufacturer as well as local and international businesses. He manages and develops global trademark portfolios; prosecutes and manages domestic and foreign trademark applications; represents and manages matters before the Trademark Trial and Appeal Board; and manages international litigation and trademark cancellation and opposition proceedings. Paul works with his clients on corporate IP guidelines, trademark clearance, new product designs, marketing campaigns, advertising and regulatory compliance, and IP licensing. Paul focuses on providing effective services and is dedicated to meeting the specific goals of his clients.



PRACTICE AREAS

Trademarks & Service Marks; Copyrights; IP Litigation

BACKGROUND

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Paul began his legal career at H-D Michigan, Inc. (Harley-Davidson) where he gained experience in trademark filing strategies, brand protection, compliance, and litigation preparation. Paul also clerked for now Michigan Supreme Court Justice Hon. David F. Viviano while a Judge in the Macomb County Circuit Court. He then opened his own practice focusing on trademarks, criminal defense, and civil litigation throughout metro-Detroit. Paul also has experience in city management and human resources by working for a metro-Detroit municipality.

EDUCATION

J.D., Thomas M. Cooley Law School, 2006

B.A., Political Science, Michigan State University, 2001



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BAR & COURT ADMISSIONS

Michigan

Eastern District of Michigan

KEY MATTERS

- Developed a global trademark portfolio and strategy for a well-known U.S. dietary supplement manufacturer.
- Counseled a cannabis startup on a range of intellectual property issues, including trademarks, trade dress, and related matters.
- Obtained a favorable settlement on behalf of a cannabis company in a trademark infringement case.

PUBLICATIONS

ARTICLES

- Safeguarding Your Intellectual Property In Today's Contradictory Legal Landscape
- "Recent Trademark Decision Serves as Lesson for Cannabis Companies," Cannabis Business Executive

BLOGS

- Cannabis And Trademarks: Protecting Against Infringement
- Navigating Complex Federal Regulations When Protecting Your Cannabis Brands
- "Trademark tactics for safeguarding gaming assets," The Trademark Lawyer