

WHY EMP&A?

A trademark registration provides a breadth and depth of protection that an unregistered trademark cannot match. The registration process is fraught with procedural traps, and securing the protection which comes accompanies use of the ® symbol is often a long and arduous process. Erik M. Pelton & Associates, PLLC (“EMP&A”) brings a wealth of value to the trademark registration process, including:

EXPERIENCE

Our firm has extensive experience representing small businesses in applying for a federal trademark registration:

- Client of EMP&A have received more than one thousand (1,000) U.S. trademark registrations
- EMP&A has conducted hundreds of comprehensive trademark searches
- Erik Pelton is a former USPTO Trademark Examiner with more than ten years of experience in the field of trademarks
- We are active members of the American Intellectual Property Law Association and the American Bar Association – Intellectual Property section, to stay apprised of the latest developments in the law

FLAT FEE SERVICES

We bill on a “flat fee” basis, which we believe provides a number of advantages to small businesses:

- No unexpected costs or fees are billed to the client
- Flat fees permit us to provide maximize time, effort and value in representing clients, without concern for costs
- Hourly billing may reduce the incentive for counsel to resolve a problem quickly and efficiently
- We do not bill for phone calls, email, standard copies, or other basic costs
- EMP&A has developed a custom “sofTMware” software program for managing application files and deadlines electronically which allows us to work more efficiently

CUSTOMER SERVICE

We believe that the primary priority of any attorney should be client communication and customer service:

- We strive to return emails the same business day
- We strive to return telephone calls within 24 hours
- A small staff of two attorneys and one paralegal provides personal attention for each client
- EMP&A’s offices are located just a few miles from the USPTO

TRADEMARK PROTECTION SERVICES



Erik M Pelton & Associates, PLLC

Erik is great. He’s responsive and takes the worry out of the trademark process. He tracks our renewals and ensures all of our trademark filings are up to date. As the CEO of a small business this saved me a great deal of time and allows me to focus on other crucial aspects of our business.

- **Mike Tuteur**

CEO

Votenet Solutions

I have had the pleasure of having Erik Pelton handle several trademark applications for my company. Unlike brick and mortar attorneys I have used in the past, Erik is responsive, knowledgeable and easy to work with. I am happy I found Erik, and I look forward to using his fairly priced services for all of our future IP matters.

- **Mike Moshier**

CEO

DermaFend

I searched for days on the Internet trying to find the right attorney to help me with a trademark, until I found Erik. He was always there to pick up the phone and talk me through the trademark process. I highly recommend him.

- **A. Mari**

President & CEO

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