



# Medmarc Risk Management Webinar Series

## Webinar Summary

### Overcoming Unique Issues Regarding Trademark Searching and Filing for the Pharmaceutical Industry

Presenters: [Leo Loughlin](#) & [Davide Schiavetti](#) | Rothwell Figg

In this on-demand webinar recorded live on April 24, 2024, Leo Loughlin and Davide Schiavetti from Rothwell Figg provided insights on the challenges and strategies of securing trademark rights in the industry, emphasizing the importance of understanding trademark strength, avoiding confusion with competitors, and considering regulatory elements. They also discussed the process of filing trademark applications and addressed how to overcome formality and substantive refusals by, for example, leveraging the appropriate DuPont factors, which can be a factor in enforcing rights for a brand, even if the mark is technically descriptive. The webinar closed with options for addressing third-party challenges and provided guidance on the use of Artificial Intelligence (AI).

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### *Full On-demand Recording*

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#### On-demand Chapters:

[00:00](#) - Intro About the Speakers; Leo Loughlin and Davide Schiavetti, Rothwell Figg

[09:49](#) - Why Register a Trademark?

[18:07](#) - How to pick the strongest trademark?

[24:32](#) - Availability Searches

[37:23](#) - How to Minimize Formality and Substantive Refusals?

[50:34](#) - Third Party Challenges

[56:39](#) - Guidance on Use of Artificial Intelligence (AI)

[58:02](#) - Closing



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## Presenters Leo Loughlin & Davide Schiavetti of Rothwell Figg:

### Leo Loughlin

Partner | Rothwell Figg

Leo Loughlin has over 20 years of experience assisting clients with registering and protecting trademarks through counseling, prosecution, and litigation. At the most fundamental level, Leo assists clients in developing and protecting their brands. On the development side, he assists in searching when a new brand is needed and filing for protection of that name. Once protection is obtained, he further assists the client in maintaining that protection, often through enforcement. Leo has filed well over 1,000 trademark applications both with the U.S. Patent and Trademark Office (USPTO) and abroad. He counsels both large multinational corporations and startups in a wide range of industries, including pharmaceuticals, fashion, automotive, food and beverage, software, financial services, agricultural equipment, and consumer products.

### Davide Schiavetti

Associate | Rothwell Figg

Originally from Milan, Italy, and fluent in French, Italian, and Spanish, Davide Schiavetti specializes in counseling clients from European countries on navigating the legal trademark and copyright aspects of their entry into the North American market. Although his clientele spans the European continent, he is particularly active in representing companies from Italy. Brands he counsels in trademark law include some of Italy's most well-known global names, such as Valentino, Ferrero, Lavazza, Soremartec, Barilla, and Fiat, among others. Davide counsels clients in trademark prosecution in the U.S. Patent and Trademark Office (USPTO) as well as litigation in both federal District Courts and the Trademark Trial and Appeal Board (TTAB).