



Erik M Pelton & Associates, PLLC

MAKING TRADEMARKS BLOOM SINCE 1999®



ERIK'S PHILOSOPHY

A registered trademark provides unmatched protection for a company name, product or service, slogan, or logo, but the registration process can be long and full of procedural traps. With that reality in mind, EMP&A was founded in 1999 with three simple goals:

- To leverage founder Erik Pelton's experience as an examiner at the U.S. Patent and Trademark Office (USPTO) by providing high quality trademark services to clients without big law firm costs.
- To help businesses protect one of their most valuable and important assets – their brand – at predictable and affordable flat fees. That means no unexpected costs or fees, and no "nickel and diming" when it comes to phone calls, emails, making copies, or dealing with other administrative basics.
- To use technology to make working with a trademark lawyer easier, more efficient, less intimidating, and less expensive.

ERIK'S EXPERIENCE

EMP&A founder and lead attorney, Erik M. Pelton, is a recognized leader in the field of trademark law. He is well versed in all aspects of trademark registration and disputes because he's worked the registration process from both sides. Over 20 years, Erik has worked with clients in 50 states and more than 20 countries and has deftly counseled hundreds of clients about how to make the most of their intellectual property. One look at his credentials explains why:

- Worked as a Trademark Examiner for the USPTO in 1998 and 1999
- Created softTMware® and AppTorney® trademark software apps
- Speaker at dozens of business and law conferences on all areas of trademark law and intellectual property
- Mentored and trained dozens of law students and fledgling trademark attorneys
- Author of numerous trademark webinars and workbooks
- Host of the Tricks of the Trade(mark)® podcast
- Creator of the IPelton® blog



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Experience is our Trademark. Trademark is our experience.®

HOW ARE WE DIFFERENT FROM OTHER LAW FIRMS AND TRADEMARK SERVICES?

EXPERIENCE:

Lead Attorney Erik Pelton has been in the field of trademarks for more than 20 years, worked as an Examiner at the USPTO, registered more than 3,000 trademarks, and has been actively involved in a variety of intellectual property organizations.

FLAT FEES:

Every trademark application filed by EMP&A since 1999 has been handled via an all-inclusive flat fee covering the entire application process with no hidden costs.

TECHNOLOGY:

EMP&A leverages technology to streamline the application process, using proprietary software the firm created.

DID YOU KNOW

that Erik also owns several trademark registrations himself, such as IPELTON®, MAKING TRADEMARKS BLOOM SINCE 1999®, and THE NONTRADITIONAL TRADEMARK LAWYERS®? **Erik believes that the best advisors must practice what they preach!**



Probably the most enjoyable experience ever with a lawyer, and I mean it! Fast, great work and a pleasure to deal with."

- Ben Cathers, Winner, Peter R. Russo Award for Entrepreneurship



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