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EMP&A®
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Erik M. Pelton & Associates Reaches 1,500th U.S. Trademark Registration Milestone

[Erik M. Pelton & Associates \(“EMP&A”\)](#) announced this week that its clients have now been issued more than fifteen hundred (1,500) U.S. trademark registrations. Since its founding in 1999 by former [U.S. Patent and Trademark Office \(“USPTO”\)](#) examiner Erik Pelton, EMP&A has excelled at providing cost effective and skilled trademark legal services to businesses and entrepreneurs of all sizes. Few other boutique law firms have succeeding in obtaining so may trademark registrations during the last decade.

To commemorate the milestone, EMP&A recently launched a new slogan: *Experience is our trademark. Trademark is our experience.*® “While we are proud of achieving a milestone number of registrations, we are even more proud of the success achieved by many of our entrepreneur and small business clients” said Pelton. “We view our role in protecting their trademark and brand as helping to create a solid foundation on which to build their business.”

EMP&A has represented a diverse range of clients from at least 48 states and 15 countries, including restaurants, law firms, software developers, race car drivers, real estate brokers, consultants, non-profits, farmers, beauty salons, associations, film studios, fashion designers, fitness clubs, radio and television programs, sports leagues, bands, toy companies, and many more. In addition to filing for USPTO registration, EMP&A advises clients on all aspects of brand creation, protection and infringement. “For clients interested in creating vibrant brands,” says Pelton, “we provide counseling and guidance based on the insight we have gained working with hundreds of businesses and brand names.”

“I particularly enjoy it when our clients succeed and their protected brand names are in the spotlight,” notes Pelton. For example, after President Obama and Russian Premier Dmitry Medvedev visited *Ray’s Hell Burger*® in Arlington, Virginia last year and the restaurant was featured prominently on national newscasts, Pelton worked with the owner to register the restaurant name to help prevent infringements and secure relevant social media user names and domain names.

Pelton is particularly proud of another accomplishment: each one of the 1,500 trademark registrations secured by EMP&A’s client was billed as a flat fee, without any hourly charges or hidden costs. According to Pelton, “Our flat fee clients appreciate never being surprised by an unexpected bill for our services.”

Erik Pelton has been widely quoted on small business trademark issues and launched the *Apporney*® iPhone® app last year. Pelton also believes in practicing what he preaches; the firm owns multiple trademark registrations for its logo and for the names of its [IPelton® blog](#), [smar\(tm\)ark® newsletter](#), as well as for the new *Experience is our trademark. Trademark is our experience.*® slogan . Learn more about EMP&A at www.erikpelton.com.