



## **Industries**

### **Toys & Games**

Toys and games are a \$20 billion industry in the United States and the competition for a child's attention has never been more intense. With competition from different media, product life cycles in this field can be short, making it a challenge to capitalize on new ideas.

Whether you manufacture video games, dolls, plush toys, water and pool toys, board games, remote control toys, or any other toy, our experienced lawyers can assist you at every stage of a product's life-cycle.

For over 50 years, Amster, Rothstein & Ebenstein LLP has worked with companies large and small to secure and enforce various intellectual property rights in new toys and games, and to protect the public's right to fair and competitive products. From directing the worldwide enforcement program for a global toy designer and manufacturer to working with video game companies on hardware development and trademark enforcement to guiding smaller companies in the development and protection of a new idea, we have the experience necessary to solidify your footprint in the marketplace.

With relationships in the industry that go back decades, the attorneys of Amster, Rothstein & Ebenstein LLP are uniquely suited to help you protect your investment in this crowded marketplace.

### **Related Practice Areas**

- **Alternative Dispute**
- **Anti-Counterfeiting**
- **Copyright**
- **False Advertising**
- **International Protection**
- **Intellectual Property Litigation**
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International Trade Commission

- Patent
- PTAB And Post Issuance Practice
- Patent Prosecution, PTAB and Ex Parte Appeals
- Strategic Counseling
- Trade Dress
- Trade Secret
- Trademark
- Unfair Competition

**Professionals**

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