



Client:
The Fitting Room®



EXERCISING YOUR COPYRIGHTS

The Fitting Room®, a high-intensity boutique fitness studio founded in New York City in 2013, has already achieved notable success in the competitive \$25 billion fitness market. From its first grueling set of deadlift burpees, Cozen O'Connor has been providing The Fitting Room® strategic advice about how to protect its valuable intellectual property.

As The Fitting Room's unique training system has attracted devoted clients, glowing press and attention from competitors, the firm has successfully helped obtain federal registrations for The Fitting Room® key trademarks, including its stylized kettlebell logo and its FHIT® and FHIX® marks, as well as helped The Fitting Room obtain important copyright registrations.

The firm also supports The Fitting Room's in-house efforts to monitor and enforce its trademarks and copyrights against unauthorized users, and has played an important role in helping the company successfully stop infringement. With Cozen O'Connor's assistance, The Fitting Room® brand is strong and poised for continued expansion.

The Fitting Room® founder Kari Saitowitz says that she appreciates Cozen O'Connor's experience and accessibility. "David Albert is always there when we need him, and he provides practical advice that suits the needs and challenges of a growing company like ours."

CASE STUDIES INDEX

ATTORNEYS

Miller, Camille M.

CAPABILITIES

Intellectual Property

Trademark & Brand