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Gaw Van Male Attorney Speaks to Grape Growers

Trademarking a Vineyard

NAPA, California - Gaw Van Male attorney, Katja Loeffelholz, recently presented a talk on "Trademarking Your Vineyard" to the Suisun Valley Grape Growers Association. She is a Registered Attorney with the United States Patent and Trademark Office.

The presentation focused on the requirements and protections of trademarks, and how trademarks can benefit grape growers and vineyard owners, as well as wineries and winery owners. Much like a brand and name identify a wine, and hold value as a result, the unique qualities of a vineyard may be branded and protected, too.

Trademarks are one of the categories of "intellectual property," which also include copyrights, patents, and trade secrets. A trademark is any word, name, symbol, device, or combination that provides brand recognition. To ensure protection, it must be properly registered with the United States Patent and Trademark Office.

The Suisun Valley Grape Growers is an increasing active membership of owners in the 25-year old Suisun Valley appellation of Solano County. The AVA covers 15,000 acres adjacent to Napa County and is included in the North Coast AVA.

Founded in 1972, Gaw Van Male is one of the top business law firms in the North Bay region, and among California's most respected estate planning firms. It has offices in Napa Valley and Solano County and, with 25 attorneys and 40 staff members, serves a wide range of individual, business, and wine industry clients.

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