

BUSINESS ENTERPRISE

## International Business Transactions

Knowing how and where to deploy capital is as important as structuring business operations and strategic alliances for efficient entry into foreign markets. We counsel clients eager to enter the global marketplace that to succeed, they must harness the efficiencies of technological innovation and develop marketing, distribution and sales strategies calculated to conquer the vagaries of international trade. Business decisions made without this legal insight will encounter unanticipated obstacles and prove more costly over time. Improving profitability and ensuring competitiveness, for example, are contingent upon a global tax strategy.

Schuyler, Roche & Crisham has always managed international business matters and today is involved in Latin America, Europe, Africa, the Middle East, Asia and the Pacific Rim. Serving multinationals to sole proprietorships, we represent U.S.-based companies that are manufacturing, marketing, distributing and selling products or services worldwide. We also represent foreign corporations with substantial interests in the United States. Skilled in structuring and negotiating business transactions here and abroad, our attorneys are equally experienced in resolving international disputes when they arise. Our network of local counsel in 30 foreign nations and contacts elsewhere help us assure each client responsive representation and, when necessary, timely defense.

Knowledgeable about e-commerce, hardware and software licensing, information technology policy, website development and electronic mail, our attorneys also help foreign and U.S. businesses navigate the byways of intellectual property law. We provide analysis and advice regarding various IP issues and regularly address questions about the application of U.S. trademark law and the registration, transfer and protection of Internet domain names. Under international rules of dispute resolution, we help foreign and domestic clients protect their intellectual property, and we collaborate with our Business Litigation team when negotiating, drafting or defending restrictive covenants involving products, technology or IP. We also counsel on unfair trade competition and answer the trade dress questions that inevitably arise under the U.S. Lanham Act.

One of our members, an adjunct professor in international business at McGeorge School of Law, has proven an invaluable resource to our clients and colleagues. Together, our attorneys provide leadership in international matters and offer the legal expertise a company needs to guide its business into the future. Let us help yours. Only careful planning and an interdisciplinary approach can ensure success.

*Facing maturing markets and increasing competition domestically, many local companies are exploring growth opportunities overseas. New e-commerce strategies make globalization possible for even small to midsize companies provided they seek superior legal advice.*

### ATTORNEYS IN THIS PRACTICE AREA

Eric C. Marshall

Frank D. Zaffere  
David E. Zarski

Michelle L. Savin

### AFFILIATION

Schuyler, Roche & Crisham is a member of Mackrell International, a worldwide association of independent law firms.