

CASE STUDY: MOTIV

ABOUT THE COMPANY

Motiv is an integrated creative studio specializing in branding, packaging and product design. From concept to creation, they collaborate with companies to grow market share and connect with consumers. Examples of companies Motiv has worked with include Keurig, Coravin, Davios, Dawn and many more.

Motiv's services include:

- **Insights + Strategy:** They shape their insights based on the wants and needs of both consumers and stakeholders to produce informed, forward-thinking strategies.
- **Branding:** Through thoughtful visual identity and messaging, they help clients inspire consumers to feel something, do something, crave something.
- **Product Design:** They have an exceptional history of developing authentic, functional solutions that are both cost-effective and profitable.
- **Engineering:** Their engineering department's experience extends into testing—giving their clients quantifiable data to inform their decisions. Connections throughout the manufacturing sector facilitate bringing products to market with speed and ease.
- **Packaging:** They design innovative packaging that embodies the ideals of practicality, honesty, sustainability and extendability.
- **Merchandising:** Their team includes structural and graphic designers, content developers and packaging experts.

WOLF GREENFIELD & MOTIV

When Motiv is developing new branding for clients, they turn to Wolf Greenfield's Trademark & Copyright Practice to clear marks in advance of pitching them to clients. This is a critical step to avoid potential future litigation.

In addition to working together on trademark-related issues, Motiv and Wolf Greenfield often team up to provide educational opportunities for clients, such as branding, design and intellectual property webinars. Given that Motiv and Wolf Greenfield provide services that complement each other, and there is some overlap in clients, teaming up has been mutually beneficial.

STRAIGHT FROM THE TEAM:

"We have partnered with Wolf Greenfield on a variety of client patent and trademark initiatives. What stands out most is the firm's inquisitive and creative culture; they don't just provide expert counsel, they roll up their sleeves and ideate to develop and refine innovative and valuable solutions."

– Paul Metaxatos, Principal, Motiv Design

"I value the partnership we have built and continue to build with Motiv. Whether we work together on overlapping clients or help each other in some other way, I always come away with a feeling that their team is a part of our team."

– Neil Ferraro, Chair, Mechanical Technologies Practice, Wolf Greenfield

"I am passionate about branding and design. Having the opportunity to work closely with Motiv to help guide their clients is rewarding."

– Christina Licursi, Shareholder, Trademark & Copyright Practice, Wolf Greenfield