



Our Firm

The two members of Peretz Chesal & Herrmann, P.L. (PCH) bring more than 50 years of combined legal experience and expertise to the practice of intellectual property law. The firm is rated 5.0 by Martindale-Hubbell, the highest rating a firm can achieve. In 2010 and 2011, U.S. News ranked PCH as a "First Tier" firm in Miami for intellectual property. Each PCH member is Board Certified by The Florida Bar in Intellectual Property law.

The firm's practice covers a wide expanse of the IP landscape. Steven Peretz concentrates on IP litigation, both in South Florida and nationally, and has obtained multi-million dollar judgments and settlements in patent, trademark, and copyright cases, in addition to obtaining emergency injunctive relief in numerous trademark cases. With over 1000 trademark registrations under his supervision, Michael Chesal brings a commanding capability to his domestic and international trademark portfolio practice.

PCH's attorneys are leaders in the Florida IP legal community. Steph Nagin is the Chair-Elect of The Florida Bar's Business Law Section. Michael chairs The Florida Bar Business Law Section's CLE Committee and previously chaired the Bar's Intellectual Property Certification Committee. He spearheaded The Florida Bar's successful initiative to overhaul the state's trademark statute, resulting in the Florida's legislature's enactment of the first substantive amendments to the Florida Trademark Act in over 15 years. Both Michael and Steven are past Chairs of The Florida Bar's Intellectual Property Law Committee and have been featured speakers on IP law at numerous Florida Bar seminars and meetings.

Taken together, PCH's attorneys offer an unparalleled caliber of legal experience, sophistication, service and value in identifying, protecting, licensing and enforcing the valuable intellectual property rights and assets of their clients.



Our Practice

Intellectual Property Litigation

Our attorneys have decades of experience and a track record of success litigating cutting edge patent, copyright, trademark, trade secret and unfair competition claims. Whether we're before a trial or appellate court, at the Trademark Trial and Appeal Board or negotiating a settlement, we have the skill and the experience that your case demands.

[View Case Studies](#)

Anti-Counterfeiting Programs

PCH attorneys have successfully fought pirates and counterfeiters around the country. From border protection, to civil seizures, to undercover investigations, to training and working with law enforcement, we get the job done. Our record of arrests, convictions, seizures, TROs and seven-figure damage awards speaks for itself.

Global Trademark Portfolio Management and Brand Protection

Using our skilled staff in the U.S. and our large network of highly qualified foreign associates, we have registered and defended trademarks and trade dress around the world. With a state-of-the-art portfolio management system, a sophisticated understanding of the global marketplace and a commitment to strategic planning, our Board Certified attorneys know how to maximize the development and protection of your brand.

Licensing and Entertainment

From software to video games, to celebrity personae, books, characters, art and designs, our attorneys have a wealth of experience negotiating and preparing license agreements that are user friendly yet ironclad. Our sophistication in merchandising and skill at negotiation get the deal done and done right.

Copyright Counseling and Protection

Whether you're creating a work or using someone else's, buying a business, hiring a freelancer, protecting a database, licensing images, or posting a website, our attorneys work proactively to make sure you own and register the copyrights your business depends on. Experienced and up-to-date in this rapidly-evolving area of the law, we give our clients the advice they need to secure their rights, avoid litigation, and maximize their growth.

IP Audits/ Due Diligence

You can't protect it if you don't know you've got it. You can't buy it unless you know what it's worth. Our attorneys can audit your business or the assets you contemplate purchasing to identify and evaluate the strength of intellectual property assets, recommend protection for them, ensure compliance with applicable laws and regulations, and conduct due diligence in connection with mergers, acquisitions and other corporate events.

Trade Secrets

From customer lists to your secret formula, our attorneys can help you protect the crown jewels of your business even if copyright, trademark or patent protection is unavailable. We understand the importance of trade secrets to your business and know how to protect and defend them. We'll help you implement a comprehensive trade secret protection program, negotiate and draft license agreements to maximize revenues from your trade secrets, enforce your trade secret rights, and defend you against theft of trade secret claims.