

# Unity brand achieves U.S. trademark protection with the USPTO

The owner of the Unity name and logo is pleased to announce the registration of the Unity trademark with the U.S. Patent and Trademark Office.

Chicago, 06. January 2023

6 min. read

---

The owner of the Unity name and logo is pleased to announce the registration of the Unity trademark with tagline "Investing. Together." with the U.S. Patent and Trademark Office ("USPTO").

We are pleased to report that following a notice of publication of our application for a trademark of the Unity brand in the Trademark Official Gazette ("TMOG") on December 20, 2022 and having not received any oppositions to our filing during a requisite thirty day objection period thereafter, the USPTO today approved our application for trademark registration under International Class 36 and US Classes 100, 101, 102 and accordingly has issued a Certificate of Registration dated 19th January 2023 with U.S. Application Serial No. 79324764.

The Certificate of Registration is both available for download in our Document Library with the mark viewable in the [TMOG](#) by entering the above serial number in the "search by" field, and clicking on the magnifying glass.

Christopher Millen, CEO of Unity Capital Partners said, *"Further to our Swiss protections gained in mid-2022, this additional geographic protection now paves the way for the unfettered growth of the Unity platform in the U.S. as we strive to build a brand synonymous with quality, reliability, performance and professionalism."*

The trademark holder: Unity Participations Holding AG was advised by leading US law firm Crowell & Moring LLP out of their Washington DC office.

# UNITED STATES PATENT AND TRADEMARK OFFICE



## About Crowell & Moring LLP

Crowell & Moring LLP is an international law firm with offices in the United States, Europe, MENA, and Asia that represents clients in litigation and arbitration, regulatory and policy, transactional and corporate matters.

The firm is internationally recognized for its representation of Fortune 500 companies in high-stakes litigation and government-facing matters, as well as its ongoing commitment to pro bono service and diversity, equity and inclusion.

For more information visit [www.crowell.com](http://www.crowell.com)

## Media Inquiries

For all press and media enquiries, please contact: [media@unity.capital](mailto:media@unity.capital).

Share

---

**View more insights**

[Back to Insights](#)



## [STNL vs. Treasuries: Why Single-Tenant Net Lease Investments Win in a Volatile Rate Era](#)

Insights

05. November 2025





## [Making the case for NNN leased properties over corporate bonds](#)

Insights

03. March 2023



## [Our difference, a platform for Swiss capital](#)

Insights

13. February 2023

**View more news**

[Back to news](#)



## **Unity brand achieves EU trademark protection**

Corporate  
19. October 2023



## **Board appointment - Christopher Millen**

People  
28. July 2023



## **Unity targets Amazon 'last mile' logistics assets**

Asset Management  
14. July 2023