

## White and Williams Lawyers Help YUV Obtain First Patent for Custom Hair Color Dispenser

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White and Williams patent lawyers recently helped YUV Beauty Inc. protect its new professional custom hair color dispenser at the US Patent and Trademark Office. On September 12, 2023, the USPTO granted YUV's U.S. Patent No. 11,751,666 for Apparatus for Connected Hair Pigment Dispenser that provides accurate and consistent hair color mixtures based on a hairstylist's input. White and Williams attorneys are also representing YUV in trademark matters as YUV expands its business in the US and abroad.

"YUV is off to a great start, and we see very strong demand from the hairdressing industry. We couldn't be happier working with Frank Bruno at White and Williams who helped us obtain our first patent and with Ilaria Maggioni for our trademarks. We look forward to continuing working with this great team!" said Francisco Gimenez, CEO and Founder of YUV.

### KEY ATTORNEYS

Frank A. Bruno

Ilaria Maggioni

### PRACTICE AREAS

Intellectual Property

### INDUSTRIES

Technology