



Richard Rimer

Principal

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Richard Rimer helps family-owned businesses, entrepreneurs, and growing companies safeguard their most valuable business assets: their names, logos, and reputations. Richard focuses his legal practice on trademark protection and brand strategy, advising clients in industries ranging from food and beverage to technology and professional services.

With a business-focused mindset and real-world experience as both a business owner and an advisor to large corporations, Richard offers clients a unique perspective. He understands the demands of building a brand from the ground up, the importance of managing risk, and the urgency of securing intellectual property before issues arise. His clients value the clarity and practicality he brings to every engagement.

Richard's approach is rooted in creating long-term brand value. He partners with clients at every stage of business, from launching new ventures to expanding market reach and building trademark portfolios that are structured for growth. His goal is not just to provide legal protection, but to help businesses turn their trademarks into meaningful, strategic assets.

Having spent much of his legal career at national firms representing large corporations, Richard saw firsthand how often smaller businesses went unrepresented in trademark disputes. That insight sparked a shift in his career. Many of the business owners he encountered echoed the same refrain: "But I didn't know." Their stories inspired Richard to build a practice centered on proactive education and practical solutions for businesses that often lack in-house legal resources.

Today, Richard's clients count on him for clear, business-aligned advice. Whether developing a trademark clearance strategy, registering marks, enforcing rights, or managing global portfolios, he tailors his counsel to each client's unique goals and budget. His firsthand experience as a business owner allows him to communicate complex legal concepts in a way that makes sense and to build strategies that support operations without slowing them down.

Richard is also deeply engaged in his local community. He has chaired PTA committees, coached over 30 seasons of girls' soccer, and served on the Advisory Board of the Pro

Services

- Intellectual Property
- Trademarks and Copyrights

Bono Partnership of Atlanta. He is also the past president of the Cobb County Bar Association's Business Law and Litigation Section. These roles reflect his dedication not only to the legal profession but also to mentoring and service.

Education

- Georgia State University (J.D.)
- University of Georgia (B.B.A.)

State Bar Admissions

- Georgia

Recognitions

- 2026 Best of Cobb, Intellectual Assets Attorney, Cobb Life Magazine

Offit Kurman Blogs

June 15, 2026

Trademark Office Actions Explained: Why They Feel Random Yet Aren't

For many in-house legal teams, the most frustrating part of the trademark registration process is the Office Action. A trademark application is filed after discussions with marketing, business leaders, and outside counsel. Clearance (hopefully) were conducted. Filing strategies were...

May 14, 2026

Prelaunch Trademark Risk: What In-House Counsel Should Address Before Product Launch

Most trademark problems do not begin with a refusal from the USPTO or a cease-and-desist letter from a competitor. They begin much earlier during product development and brand naming, often before legal is meaningfully involved. For in-house counsel, pre-launch...

April 13, 2026

Spring Cleaning Your Trademark Portfolio: A Plain-English Guide for In-House Teams

Most companies accumulate trademark assets gradually and unevenly. New products are launched, old brands linger, and registrations are filed opportunistically rather than strategically. Over time, the portfolio reflects history more than the current business. For in-house counsel, this creates...

February 6, 2026

Trademarks 101 for In-House Counsel: What Actually Deserves Your Attention Each Year

Most general counsel did not build their careers expecting to spend meaningful time on trademarks. They are rarely the reason a deal closes, a lawsuit settles or a quarter hits its numbers. And yet for many companies, trademarks become...