

# TECHNOLOGY SOLUTION DISTRIBUTOR

Resolving Wireless Provider Trademark Breach Dispute & Protecting TSD Partner Network



## Industry

Technology Solution Distributor, Channel Sales, Master Agency

## Services

- Contract review and legal analysis
- Provider agreement dispute resolution
- Intellectual property compliance strategy
- Channel partner agreement structuring
- Pre-litigation negotiated resolution

## CONTACT US

Bronston Legal is the trusted counsel of choice for MSPs, service providers, channel partners, and their customers nationwide.

Reach out today to learn more about how we can help you.

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## Challenge

Prior to its sale to a private equity firm, a leading technology solution distributor (TSD) received a notice of breach from a major wireless provider after one of its trusted advisor partners used the provider's trademarks without authorization.

As part of the proposed cure, the provider demanded the TSD require thousands of partners to certify compliance with the provider's intellectual property restrictions and requested access to the TSD's partner agreement governing the conduct of its trusted advisors.

For a large channel organization, monitoring trademark use across thousands of trusted advisors is extremely difficult. The requested remedy would have created significant administrative burden and exposed confidential partner agreement terms.

## Solution

Bronston Legal conducted a detailed review of the TSD's provider agreement and partner framework to evaluate contractual obligations and risk.

Instead of requiring amendments across the entire partner network, Bronston Legal negotiated a targeted compliance solution. The firm proposed a focused amendment addressing the provider's intellectual property restrictions that would only apply to trusted advisors who actually maintained accounts with the provider.

This approach satisfied the provider's concerns while avoiding unnecessary disruption to the TSD's broader partner ecosystem.

## Result

The dispute was resolved without litigation and without requiring revisions across the TSD's entire partner network. By negotiating a targeted amendment limited only to trusted advisors maintaining an active provider relationship with the wireless provider in question, Bronston Legal protected the client's partner agreement framework, avoided a costly certification process involving thousands of trusted advisors, and achieved a practical resolution acceptable to the wireless provider while preserving the operational integrity of the TSD's trusted advisor network.