



Heather Angelina Dunn

Partner

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Heather Angelina Dunn concentrates her practice on domestic and international trademark prosecution and counseling, and enforcement programs, advertising and promotions, intellectual property and art law counseling.

Recently, Heather has counseled clients concerning selection and registrability of trademarks, domestically and abroad; prosecuted trademark applications; counseled and negotiated on trademark infringement matters, domain name disputes, and trade dress matters; represented clients in Trademark Trial and Appeal Board proceedings; and developed and managed large-scale global trademark enforcement programs. Heather has also recently led the intellectual property diligence for Fortune 500 and startup companies, including in high profile mergers and acquisitions, and has advised clients and negotiated for them in brand license agreements. She also counsels clients regularly regarding compliance issues for sweepstakes and promotions, commercial-charitable co-ventures, and advertising campaigns including in the social media space.

RELATED SERVICES

- Intellectual Property and Technology
- Trademark and Copyright
- Media, Sport, Gaming and Entertainment

RELATED SECTORS

- Media, Sport and Entertainment
- Life Sciences

CREDENTIALS

Admissions

- California

Recognitions

- Commended in the *WTR 1000: The World's Leading Trademark Professionals 2018*
- Heather has been recognized in *Legal 500 US*, which notes that clients describe her as "responsive" and recommend her "especially for internet matters", and, "a thoughtful, patient adviser who considers clients' future strategies"

Prior Experience

- Assistant to J.T. McCarthy (author of treatises McCarthy on Trademarks and Unfair Competition and Rights of Publicity and

Privacy)

- San Francisco City Attorney's Office, Law Clerk to City Departments of Art and Culture, including Fine Arts Museums of San Francisco, Asian Art Museum, San Francisco Arts Commission; and San Francisco Film Commission

Education

- J.D., University of San Francisco
- B.F.A., Rhode Island School of Design

Memberships

- California Bar Association
- San Francisco Bar Association, Intellectual Property Section
- International Trademark Association
- Association of National Advertisers /Brand Activation Association

Civic and Charitable

- International Trademark Association, Unfair Competition Committee Member, Policy Subcommittee Chair
- Association of National Advertisers/Brand Activation Association, Government and Legal Affairs Committee Member
- California Lawyers for the Arts, Pro Bono Panel Member

INSIGHTS

Publications

Adapting to a new consumer market

15 April 2020

As consumer-facing businesses consider changes in their business models, avoiding legal pitfalls in some key areas is necessary for a successful transition.

FTC updates Q&A on Endorsement Guides – changes affect all types of media and endorsement: 5 takeaways

3 JUN 2015

The Endorsement Guides apply equally to all types of media and forms of endorsement

Trade Dress Watch - the value of trade dress litigation is on the rise

4 SEP 2013

Do you need an enforcement strategy to protect your trade dress?

Trademark or certification mark? The standards body's dilemma

10 Dec 2012

When standards bodies look to protect the marks associated with their standards, they are faced with a dilemma: should they use trademarks or certification marks? One may think the answer is obvious: "certification" seems to be what standards bodies do, and therefore a standards body should always use certification marks. But the obvious answer is not always the right one. Some standards bodies find that trademarks better fit their needs.

- Author, "Five Best Practices in Advertising Law," American Marketing Association, *Marketing News*, December 2015
- "Question Mark," *Intellectual Property Magazine*, May 2013

Events

- Presenter, "Hot topics in advertising and marketing law" CLE program for DLA Piper clients, Orlando, FL, 22 May 2016
- Faculty, "IP Issues in the Food and Beverage Industries," Non-traditional Marks in the Food and Beverage Industry, a program of The Seminar Group, October 16, 2014
- Panelist, "Non-traditional Trademarks and Trade Dress in the Pharmaceutical and Biotech Fields," Trademark Aspects of Pharmaceutical and Biotech 2010, a Practising Law Institute program, March 5, 2010