



Tamar Y. Duvdevani

Partner

NEW YORK CHAIR, INTELLECTUAL PROPERTY AND TECHNOLOGY

tamar.duvdevani@dlapiper.com

New York

T: +1 212 335 4799

F: +1 917 778 8799

M: +1 646 696 1467

Tamar Duvdevani, the New York Chair of the Intellectual Property and Technology group, has broad experience with matters involving trademarks and trade dress, copyrights, right of publicity, false advertising, patent and digital media issues, as well as other commercial litigation matters such as complex contract disputes and arbitrations.

Tamar regularly provides guidance to fashion retailers, media and consumer products companies on a variety of intellectual property and other legal issues important to their industries. She is an experienced intellectual property litigator that represents marquee brands in federal court and has successfully argued her cases before the Second Circuit and district courts throughout the country. In addition, Tamar works with global companies on strategic rebranding initiatives and trademark, copyright and right of publicity licensing issues.

Tamar is a member of DLA Piper's Fashion, Retail and Design group and Global Media, Sport and Entertainment group. She was named a 2014-2015 Global Fellow of the Federal Circuit Bar Association and was accepted into The UC Hastings Leadership Academy for Women, which she attended in 2015. Tamar currently serves on the Federal Bar Council's Intellectual Property Committee.

EXPERIENCE

Representative Cases

- *AVELA et al v. Estate of Marilyn Monroe* (S.D.N.Y.) – representing the Estate of Marilyn Monroe in trademark infringement and false endorsement litigation brought as a declaratory judgment by licensing entity
- *Kawhi Leonard v. NIKE, Inc.* (S.D. Cal) – representing NIKE in copyright litigation relating to ownership and infringement of "Claw" design used by NIKE during endorsement deal with the NBA MVP
- *Dr. Seuss Enterprises v. ComicMix LLC et al* (9th Circuit) – representing Dr. Seuss Enterprises in copyright and trademark appeal relating to infringement of iconic Seuss works, including *Oh The Places You'll Go*

RELATED SERVICES

- Intellectual Property and Technology
- Trademark and Copyright

RELATED SECTORS

- Media, Sport and Entertainment

- *Tigercat Int'l v. Caterpillar Inc.* (TTAB) - representing Tigercat in TTAB opposition relating to TIGERCAT mark
- *Night Owl SP, LLC v. Dongguan Auhua Electronics Co., LTD, et al.*, (M.D.Fla) – representing plaintiff Night Owl in trademark and counterfeiting dispute. Successfully obtained preliminary injunction against defendant, including an order cancelling defendant's fraudulently obtained trademark registration
- *Protect-A-Car Wash Sys v. Car Wash Partners* (D. MD.) – Obtained summary judgment for defendant, the largest national car wash chain, in trademark and unfair competition claims relating to MISTER CAR WASH mark
- *Noosa Yogurt v. Hain Celestial* (D. Col.) – represented Hain Celestial in trade dress infringement action relating to yogurt packaging
- *St. Jude Medical v. Volcano Corp.* (D. Del.) – represented St. Jude in series of patent litigations relating to diagnostic cardiovascular guide wire technology
- *Ernest Evans et al v. Home Depot et al* (S.D. Fl.) – represented Home Depot in trademark infringement and right of publicity lawsuit litigation relating to alleged infringement of Ernest Evans' (aka Chubby Checker) name
- *Spinelli et al v. Associated Press et al.* (S.D.N.Y.) – represented AP in copyright litigation and related claims against group of sports photographers alleging unlawful use of NFL-related photographs
- *Echo Design Group v. Arcadia Group Ltd.* (S.D.N.Y.) – represented defendant Arcadia Group (TopShop) in patent litigation relating to touchscreen glove technology
- *God, Gold & Moore v. Nike* (S.D.N.Y.) – represented Nike in trademark infringement litigation relating to graphic design used on defendant's graphic tee
- *Cameron Industries, Inc. v. Mothers Work, Inc.* (S.D.N.Y.) - represented the defendant apparel company in copyright litigation concerning fabric patterns and successfully obtained summary judgment dismissing the action, which was subsequently affirmed by the Second Circuit
- *Superpoints v. Rakuten Inc.* (N.D. Cal.) – represented Rakuten in trademark and unfair competition litigation over use of RAKUTEN SUPER POINTS

CREDENTIALS

Admissions

- New York

Prior Experience

Before joining her former firm in the fall of 2005, Tamar was a law clerk to the Honorable Andrew J. Peck, Chief Magistrate Judge, Southern District of New York.

Recognitions

Tamar has been recognized by the *World Trademark Review 1000* as a recommended expert. In 2019, they highlight that she is "excellent at presenting in court and examining witnesses...She has an outstanding knowledge of trademark subject matter and precedents and takes a collaborative approach to resolving disputes." They have also recognized that Tamar is "collegial and a pleasure to deal with." She earns admiration for her "effective, straightforward approach that makes for a good adversarial relationship."

Education

- J.D., Fordham University School of Law 2002
Associate Editor, Fordham Intellectual Property, Media and Entertainment Law Journal
- B.A., Cornell University 1996

Courts

- United States Court of Appeals for the Second Circuit
- United States District Court for the District of Colorado
- United States District Court for the Eastern District of New York
- United States District Court for the Southern District of New York
- United States District Court for the Western District of New York

Memberships

- Federal Bar Council
- Copyright Society of the U.S.A.
- Federal Circuit Bar Association
- SDNY/EDNY Joint Committee on Local Rules
- SDNY/EDNY sub-Committee on Local Patent Rules
- NYIPLA
- INTA

INSIGHTS

Publications

***Fourth Estate Public Benefit Corp. v. Wall-Street.com*: when can a copyright claimant sue for infringement? Supreme Court says not until the copyright has been registered**

5 MAR 2019

This decision will have an immediate impact on both pending and future copyright infringement lawsuits.

Law à la Mode: Word of the industry's mouth; Enforcement of IP rights through Ukrainian customs register; E-commerce in Poland; The development of artificial intelligence in the fashion industry; and more

26 NOV 2018

Law à la Mode

The US editorial team is delighted to bring you the 27th edition of *Law à la Mode*, the quarterly legal magazine produced by DLA Piper's Retail Sector Group for clients and contacts of the firm worldwide.

- Co-author, "SCOTUS invites Solicitor General's position on copyright registration pre-suit requirement," *Media, Sport and Entertainment Online*, February 2, 2018
- Multiple articles for DLA Piper's Re:Marks on Copyright and Trademark Blog

Events

Previous

13th annual Women in IP Law CLE luncheon

10 September 2019

- Copyright Protection of Useful Articles, AIPLA, 27 October 2016

NEWS

29 DLA Piper lawyers in 10 countries ranked among *The World's Leading Trademark Professionals*

12 FEB 2019

WTR 1000: The World's Leading Trademark Professionals 2018 has named 29 DLA Piper lawyers from nine countries to its list of top trademark professionals.
