



Ann K. Ford

Partner

US CHAIR AND GLOBAL CO-CHAIR, CLIENTS AND SECTORS

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Ann Ford advises clients with respect to business and transactional aspects of intellectual property, as well as litigation and pre-litigation protective measures.

She works with clients to acquire, develop and exploit intellectual property assets and has specific experience in restructuring intellectual property assets for tax planning and developing joint venture arrangements to support co-branding efforts. She has extensive experience in working with both mature and emerging companies on developing and strengthening brands in a wide variety of industries. Ann utilizes her background in communications and media law, and experience in the retail and fashion sectors, to counsel clients on the specialized and unique issues faced by those industries. She advises clients on the use of other intellectual property and conducts compliance programs for businesses on their use of copyrighted material. She also protects clients' intellectual property through the courts, agencies and uniform dispute resolution procedures.

Ann was formerly the US chair of DLA Piper's Trademark, Copyright and Media practice. She is a member of DLA Piper's Global Board, the Executive Committee and the firmwide Policy Committee. Ann is also an active member of the Steering Committee for DLA Piper's National Leadership Alliance for Women (LAW) Program.

RELATED SERVICES

- Intellectual Property and Technology
- Trademark and Copyright
- Litigation, Arbitration and Investigations

RELATED SECTORS

- Media, Sport and Entertainment
- Technology
- Consumer Goods, Food and Retail

CREDENTIALS

Admissions

- District of Columbia
- New York

Recognitions

Ann was named a 2020 DC Trailblazer by the *National Law Journal*.

Ann is commended in the *WTR 1000: The World's Leading Trademark Professionals 2017*.

Ann was selected as a Client Choice Award recipient for excellence in client service in Intellectual Property: Trademarks in 2017.

Chambers & Partners is repeatedly recognized Ann as one of America's leading lawyers for Intellectual Property in their *Chambers Global* and *Chambers USA* directories. In the global guide, she is described as "a noted expert on trade mark law." who has "a practical business approach that combines legal analysis with an understanding of business risks." She "is commended for her 'excellent knowledge and negotiation skills.'" The US guide has described her as "renowned," and noted her clients value her "practical and realistic advice" and "wonderful business sense." Also, she "combines expertise with commercial business judgment," "always keeps the client's business goals in mind" and "takes a personal interest in each case." From a client's perspective, she is "human rock star who provides excellent customer service and is one of the top trademark lawyers in the US." Another client stated, "[S]he gives me black letter law and then incorporates the business issues; she is incredibly smart and has a great sense of humor." Further, the guide said, "[S]he has a loyal following among fashion, media and retail clients, one of whom describes her as 'aggressive but with excellent judgment, very easy to get along with, and keen to minimize legal proceedings.'" "One source described her as 'very seasoned, capable and practical in reaching solutions,'" while another "admiring client [noted that] '[S]he provides timely, practical advice and makes you feel as if you are her most important client.'"

Ann is repeatedly recognized by *The Legal 500 United States* among their elite list of "Leading Lawyers" and is described as having "expertise in life sciences, pharmaceuticals, food and media." Clients praise her as "very practical and extremely effective at cutting to the core of a dispute to avoid needless litigation. She thinks like a client and understands what is important from a business point of view" and "pragmatic, not afraid to voice an opinion, but with a great sense of humor, which is important."

In 2009, the *Washington Business Journal* named her to its short list of Top Washington Lawyers in the Intellectual Property category. She has also been listed in *IP Stars-Top 250 Women in IP*, *An International Who's Who of Trademark Lawyers*, *Guide to the World's Leading Trade Mark Practitioners*, *Guide to the World's Leading Women in Business Law* and *Who's Who Legal: The International Who's Who of Business Lawyers*. Ann has been selected by the *Legal Times* as one of the leading intellectual property lawyers in the Washington, DC area. For the past several years and again in 2011 – 2012, *Washingtonian* magazine listed her among Washington's top lawyers. She has been named a Washington, DC Super Lawyer. In 2011, *Arrive* magazine, the official publication of Amtrak and Acela Express, named her to its list of Top Women Lawyers in the Northeast. In 2012, she was named the *Best Lawyers' 2013 Washington, DC Trademark Law Lawyer of the Year*.

Education

- J.D., Duke University School of Law
- B.A., Georgetown University

Memberships

- Member, *Law360* IP Editorial Board
- Member, District of Columbia Bar Board of Governors
- Member, ABA IP Law Section
- International Trademark Association
- Member, Related Rights Committee, Design Rights Subcommittee
- Member and Chair, DC Bar Pro Bono Committee, 2009-2015

INSIGHTS

Publications

Reminder: In the age of social influence, fair use must be considered

20 MAY 2019

Sharing, reposting and retweeting has become commonplace among social media users, to the point where many users hold the mistaken belief that content found on the internet is free for the taking and that traditional copyright rules do not apply. The result

is widespread unauthorized use of materials in ways that may violated owners' rights.

- "Trademarks—International," *The Intellectual Property Handbook: A Practical Guide for Franchise, Business, and IP Counsel (Second Edition)*, ABA Book Publishing, October 2016
- "Working with Clients in the Fashion Industry: IP Tips and Trends," *Inside the Minds: Navigating Fashion Law, Leading Lawyers on Exploring the Trends, Cases and Strategies of Fashion Law*, Aspatore/Thomson Reuters, 2012

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.

MEDIA MENTIONS

- "Keeping up with the co-chairs," *IPPro The Internet*, 20 MAR 2018