



[Ann K. Ford](#)

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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 the Executive Committee as well as a member of DLA Piper's firmwide Policy Committee. Ann is also an active member of the Steering Committee for DLA Piper's National Leadership Alliance for Women (LAW) Program.

CREDENTIALS

Admissions

- District of Columbia
- New York

Recognitions

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 recognizing 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." and "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." One 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." "She 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 violate owners' rights.

The development of artificial intelligence in the fashion industry: An opportunity or a threat

26 NOV 2018

With the advent of artificial intelligence (AI), computer programs termed neural networks – inspired by the biological thought processes of humans – can learn from data inputted by programmers and operate independently to generate innovative designs.

Social Media Influencers and Effective disclosures in the US: A delicate balance

21 MAY 2018

The immense rise in popularity of social networks has led to the proliferation of social media celebrities - individuals who have amassed a great number of "followers" based on their unique ability to artfully curate content designed to create an idyllic impression of everyday life and along the way present consumer goods designed by others.

Law à la Mode: Social Media Influencers & Effective Disclosures, IP and E-Commerce: Your basic checklist, Longchamp's Handbag Copyright Saga, IP Protection of Fashion Shows in Italy and more

21 MAY 2018

Law à la Mode Series

The UK editorial team is delighted to bring you this special edition of Law à la Mode, produced by DLA Piper's Retail Sector group for distribution to clients and contacts of the firm worldwide and marking the 140th Annual Meeting of INTA in Seattle.

Change is here: finding fraud at the TTAB

11 Sep 2009

- "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.

DLA Piper names new global and US co-chairs for Intellectual Property and Technology practice

8 JAN 2018

DLA Piper has named Frank Ryan co-chair of the firm's global Intellectual Property and Technology practice and Ann Ford co-chair of its US IPT practice, both effective January 1.

DLA Piper lawyers and practices were highlighted in the 2017 directory of Who's Who Legal

22 DEC 2017

DLA Piper is pleased to announce *Who's Who Legal* designated us as both the Real Estate Firm of the Year and the Franchise Firm of the Year for 2017.

MEDIA MENTIONS

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