



David M. Kramer

Associate

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David Kramer's practice is centered on trademark, copyright and media law with particular focus on the video game, television, fashion/retail and food service industries.

David assists both mature and emerging companies on all aspects of brand development from inception through international expansion and beyond. Key areas of experience include domestic and international trademark clearance and prosecution, brand development and protection, trademark portfolio management, trademark and copyright enforcement and litigation, intellectual property licensing agreements and due diligence, domain name dispute resolution, intellectual property issues arising on the Internet and in social media, as well as pre-publication media review.

David also has extensive experience with a variety of advertising and product packaging issues, including false and comparative advertising claims, and counsels clients on the implications of Federal Trade Commission (FTC) and Food and Drug Administration (FDA) regulations related to particular products and industries. Understanding these regulations plays a key role in developing risk management strategies, best practices, company policies, clearance/approval processes and promotional and marketing plans.

With a background in computer science and English literature, he has a deep-rooted interest in the intersection of technology, media and the law.

CREDENTIALS

Admissions

- District of Columbia
- Maryland

Prior Experience

Before joining DLA Piper, David served as an assistant product manager at America Online in Dulles, Virginia.

RELATED SERVICES

- Intellectual Property and Technology
- Trademark and Copyright

RELATED SECTORS

- Media, Sport and Entertainment

Recognitions

- Super Lawyers, Washington, DC Rising Star, 2018
- Super Lawyers, Washington, DC Rising Star, 2017

Education

- J.D., George Washington University 2008
Editorial Board, *American Intellectual Property Law Association Quarterly Journal*
- B.A., English, Georgetown University 2003

Courts

- United States District Court for the District of Columbia

INSIGHTS

David is a contributor to Re:marks, the Trademark, Copyright and Media practice blog.

Publications

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

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Law à la Mode Series

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.

Celebrity endorsements on social media: 7 tips for navigating the right of publicity

26 JUN 2014

How far can you leverage the names and images of celebrities when promoting your brand online?
