



Trademark and Copyright

With increasing globalization it is difficult for companies to know where their next IP issue may arise. Whether it is anti-piracy in Asia, trademark litigation and licensing in the US, developing legal strategies to maximize and protect the commercial potential of brands, ideas and technological advances as a new market entrant or brand management across Europe, we can help you manage your trademarks, designs and copyright wherever you do business. Our top-tier trademark and copyright litigation lawyers work on notable matters in every jurisdiction. We pride ourselves on giving multi-jurisdictional, practical and commercial advice to our clients.

With leading trademark and copyright lawyers in major markets around the world, our widely respected team is well positioned to help you solve your trademark and copyright issues across all borders. Our global reach and local knowledge enable us to work collaboratively to provide seamless, high-quality global service.

Trademarks

DLA Piper is honored to manage some of the largest global trademark portfolios for a number of the world's most valuable brands and handle significant trademark litigation matters for leading global corporations. We manage over 70,000 trademarks in more than 150 countries. Our highly experienced trademark lawyers assist clients with a strategic approach to the protection and enforcement of their trademarks, including attending to preliminary clearances and the registration of trademarks, dealing with opposition, non-use and infringement actions, assisting with commercial transactions and providing experienced litigation services. Many of our clients outsource their entire trademark function to us to establish, maintain and protect their portfolio of brands.

Copyrights

We also are highly experienced in copyright related matters around the globe. We help our clients to obtain the full benefit of their copyright assets through registration and licensing, enforcing their copyrights where needed and preventing infringement of the copyrights of others. We have experienced litigators and copyright lawyers throughout the world, including in major cities where infringing activity and importation of infringing goods often occurs. Our

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RELATED SERVICES

- Corporate
- Litigation, Arbitration and Investigations
- Restructuring
- Tax
- Media, Sport, Gaming and Entertainment
- Antitrust and Competition

RELATED SECTORS

- Financial Services
- Hospitality and Leisure
- Life Sciences
- Media, Sport and

worldwide platform allows us to coordinate copyright enforcement and defensive activities globally.

- Entertainment
- Technology

Advertising and Marketing

We have extensive experience in advising on the rules and laws for advertising and marketing across the globe. We provide top-tier legal support to advertising and marketing clients operating in a wide range of sectors as well as technology providers to that industry. Our clients turn to us for our ability to efficiently handle global campaigns and our deep experience in all facets of advertising, including sweepstakes and contest promotions, intellectual property counseling, data privacy, loyalty programs, cross-promotion and co-branding, pricing and distribution, sponsorships, product labelling and packaging, anti-spam legislation and review of advertising claims in all media. We are also there to assist and represent our clients in disputes, litigation and governmental investigations relating to advertising and marketing programs.

CAPABILITES

- Global trademark portfolio management
- Trademark litigation
- Clearance and prosecution
- Brand protection strategies
- Licensing
- Anti-counterfeiting
- Internet/domain names
- Social media
- Advertising and promotion
- Copyright litigation

EXPERIENCE

Providing trademark portfolio management and brand protection advice on a global basis to a leading global beauty manufacturer with nearly US\$11 billion in annual revenue and a portfolio of in excess of 40,000 marks.

Handling the trademark portfolio management for a leading global bank, including prosecution, opposition and enforcement. The Hong Kong office handles all pending oppositions and several trademark court cases, as well as routine trademark portfolio work.

Representing a leading manufacturer in multiple cross-border litigation cases concerning the sale of counterfeit products, including representation in the largest counterfeit case in Europe.

Handling all Intellectual Property matters including licensing, enforcement, prosecution and trademark portfolio management for one of the best-selling worldwide food brands. We represent the trademark portfolio in the United States and represent and advise them on transactions and enforcement actions with international implications.

Managing all phases of our multinational client's global trademark portfolio, including the registration, protection and enforcement of its brands, as well as handling its copyright, Internet, domain name, advertising and dilution matters in over 150 countries. Our docket of enforcement matters includes many dozens of disputes around the world.

Representing our film producer client, DLA Piper helped to show there was no indication of infringement on their screenplay which was claimed by other writers. The Court ruled in our favor and this was a novel means of clearing potential copyright claims prior to production.

INSIGHTS

Publications

Intellectual Property and Technology News (Asia Pacific) May 2019

15 MAY 2019

INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS SERIES

Intellectual Property and Technology News (Asia Pacific) is our biannual publication designed to report on worldwide development in intellectual property and technology law, offering perspectives, analysis and visionary ideas.

Canada's new trademark laws to make a significant impact

1 MAY 2019

Long awaited amendments to Canada's trademark laws are set to come into force on June 17, 2019. The amendments will significantly alter the Canadian trademarks system as we know it.

Supreme Court Corner Q1 2019

11 APR 2019

In celebration of the 10th anniversary of IPT News, we note that 10 years ago, in the first quarter of 2009, Bernard L. Bilski filed his petition in the landmark *Bilski v. Kappos*, 561 U.S. 593 (2010), forever shaping the patentability of business methods.

Top of Mind: Litigation

20 MAR 2019

In this issue, our coverage of 10 big topics businesses have been thinking about this quarter.

The Music Modernization Act: stronger protections for artists and publishers

21 DEC 2018

The MMA revamps the Copyright Act in three major aspects.

Supreme Court Corner Q4 2018

20 DEC 2018

A trademark case concerning the Lanham Act's prohibition of "immoral" marks; a patent case asking whether the government is a "person" under the AIA.

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 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.

DLA Piper hosts clients at INTA Annual Meeting in Seattle

27 SEP 2018

More than 10,000 trademark professionals and brand owners from around the world took part in the 140th International Trademark Association Annual Meeting.

Copyright in esports: a top-heavy power structure, but is it legally sound?

27 SEP 2018

Central to the esports industry are novel intellectual property issues arising from the structure of the esports ecosystem.

Embedding content: uncertainty about the Copyright Statute undermines digital media

27 SEP 2018

Companies creating digital content have to more carefully weigh the potential risks of embedding copyrighted content into their sites.

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.

Leading entertainment and IP litigator Doug Emhoff joins DLA Piper in Los Angeles

27 DEC 2017

Leading entertainment and IP litigator Doug Emhoff joins DLA Piper in Los Angeles.

Supreme Court Corner Q4 2017

27 DEC 2017

Law à la Mode: Virtual Reality and Augmented Reality; Insta-worthy or Insta-infringement; E-commerce in Poland; Harnessing hidden advertising; and more

20 DEC 2017

LAW À LA MODE SERIES

The Asia Pacific editorial team is delighted to bring you the 24th edition of Law à la Mode, the quarterly legal magazine published by DLA Piper's Retail Sector group for clients and contacts of the firm worldwide.

Reverse confusion actions: how conflicting court standards may affect outcomes

29 SEP 2017

A recent appellate decision confirms that when it comes to reverse confusion claims, US courts apply conflicting standards.

Supreme Court Corner Q3 2017

29 SEP 2017

The Lanham Act's disparagement clause violates the free speech clause of the First Amendment and inter partes review before the Patent Trial and Appeal Board.

Luxembourg announces new IP tax regime

10 AUG 2017

An interesting option for taxpayers looking to onshore their intangible property to address concerns arising from the BEPS guidelines.

Intellectual Property and Technology News (Asia Pacific) June 2017

28 JUN 2017

INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS SERIES

Intellectual Property and Technology News (Asia Pacific) is our biannual publication designed to report on worldwide developments in intellectual property and technology law, offering perspectives, analysis and visionary ideas.

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?

Government of Canada releases long-awaited proposed amendments to the *Trademarks Regulations* and *Industrial Design Regulations*

23 JUN 2017

On June 19, 2017, the Canadian government released proposed amendments to the *Trademarks Regulations* and *Industrial Design Regulations* with the aim to modernize its trademark regime and to better align Canadian industrial design requirements with international standards.

[Events](#)

[Previous](#)

3D Printing in the Intellectual Property Landscape

25 Apr 2019

The Harold G. Fox Moot

22-23 FEB 2019

[NEWS](#)

DLA Piper announces launch of Artificial Intelligence practice

14 MAY 2019

DLA Piper announced today the launch of its Artificial Intelligence practice, which will focus on assisting companies as they navigate the legal landscape of emerging and disruptive technologies, while helping them understand the legal and compliance risks arising from the creation and deployment of AI systems.

DLA Piper (Canada) LLP ranked in 2019 *Canadian Legal Lexpert Directory*

3 MAY 2019

DLA Piper (Canada) LLP is pleased to announce that thirty-eight of the firm's lawyers have been recognized as leading practitioners in the 2019 edition of the *Canadian Legal Lexpert Directory*.

DLA Piper announces partnership promotions for 2019

1 APR 2019

DLA Piper is proud to announce that 77 lawyers have been promoted to its partnership. The promotions are effective as of April 1, 2019 in the United States and May 1, 2019 for EMEA and Asia Pacific. The promotions were made across many of the firm's practice areas in 43 different offices throughout 20 countries.

DLA Piper hosts leading business and diplomacy conference

14 MAR 2019

DLA Piper's London office has hosted the Annual Conference of the International Diplomatic and Business Exchange (IBDE).

Ron Dimock and Sangeetha Punniyamoorthy recognized by World IP Review Leaders Directory

1 MAR 2019

Partners Ron Dimock and Sangeetha Punniyamoorthy have been included in the 2019 edition of *World Intellectual Property Review's Leaders Directory*.

DLA Piper (Canada) LLP hosts 2019 Fox Moot

27 FEB 2019

DLA Piper Canada is delighted to have once more hosted the Harold G. Fox Moot, one of Canada's most prestigious mootings events.

DLA Piper announces launch of Blockchain and Digital Assets practice

26 FEB 2019

DLA Piper announced today the launch of its Blockchain and Digital Assets practice, which will offer strategic advice on a global basis to address the needs of companies implementing blockchain technology solutions and creating and deploying digital assets.

DLA Piper joins Governing Council for Hedera Hashgraph

20 FEB 2019

DLA Piper has joined the initial group of Governing Council members for Hedera Hashgraph, a next-generation public ledger designed to have highly diversified governance and the most distributed consensus at scale. The announcement was made at Hedera Hashgraph's first annual summit in Seoul, Korea.

As part of the council, DLA Piper will help oversee changes to the software run by millions of Hedera distributed nodes over time. The governing council has been established to ensure stability and guaranteed continued decentralization to the Hedera Hashgraph distributed public ledger.

Chambers Global 2019 recommends DLA Piper (Canada) LLP

19 FEB 2019

Nine DLA Piper (Canada) LLP practitioners have received rankings in the 2019 edition of *Chambers Global*, which conducts thousands of independent peer and client interviews every year to identify top legal talents from around the world.

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 (Canada) LLP named a leader in Canadian trademarks in the 2019 *World Trademark Review*

6 FEB 2019

DLA Piper (Canada) LLP has once more been recognized as a leader in Canadian trademarks in the 2019 edition of *World Trademark Review - The World's Leading Trademark Professionals*.

DLA Piper bolsters Data Protection practice

4 FEB 2019

DLA Piper in Germany has hired Intellectual Property & Technology of counsel Prof Dr Jürgen Taeger, who joined the firm's Cologne office with effect from 1 February 2019.

DLA Piper (Canada) LLP welcomes four new partners

2 JAN 2019

DLA Piper (Canada) LLP welcomes four new additions to the partnership, effective January 1, 2019.

DLA Piper (Canada) LLP obtains order for transfer of disputed domain name to BCIT

21 DEC 2018

On December 10, 2018, the World Intellectual Property Organization ordered that the disputed domain name <bcit.com> be transferred to the British Columbia Institute of Technology. DLA Piper Canada acted as counsel BCIT.

DLA Piper (Canada) LLP recognized in 2019 *Lexpert®/ALM 500 Directory*

13 DEC 2018

DLA Piper (Canada) LLP is pleased to announce that the 2019 *Lexpert®/American Lawyer Guide to the Leading 500 Lawyers in Canada* has recognized three of our lawyers.

DLA Piper (Canada) LLP recognized in 2019 *Legal 500 Canada guide*

7 DEC 2018

DLA Piper (Canada) LLP is pleased to announce that 42 firm lawyers across 17 practice areas have been recommended in the latest edition of the *Legal 500 Canada*.

Sangeetha Punniyamoorthy named a 2018 Lexpert Rising Star

9 NOV 2018

DLA Piper (Canada) LLP is pleased to announce that Sangeetha Punniyamoorthy from the firm's Toronto office has been named a 2018 Lexpert Rising Star.

DLA Piper Canada recognized by *Chambers Canada* 2019

27 SEP 2018

DLA Piper (Canada) LLP is pleased to be recognized as an industry leader in the 2019 edition of *Chambers Canada*. With 34 lawyers recognized across 20 practices areas, this is DLA Piper Canada's strongest showing to date.

Managing Intellectual Property recognizes Ryan Evans as a Rising Star

26 SEP 2018

DLA Piper (Canada) LLP is pleased to see Ryan Evans recognized as a Rising Star in Managing Intellectual Property IP STARS's 2018 global rankings.

DLA Piper (Canada) LLP Intellectual Property lawyers once more recognized by Who's Who Legal 2018 international guides

29 JUL 2018

Three lawyers from DLA Piper (Canada) LLP have been recommended by *Who's Who Legal* 2018 as foremost practitioners in their fields worldwide.

DLA Piper (Canada) LLP once more named a top patent firm by *IAM Patent 1000*

13 JUN 2018

The 2018 edition of *IAM Patent 1000 - The World's Leading Patent Practitioners* has recommended DLA Piper (Canada) LLP and four members of its Intellectual Property and Technology (IPT) Group as leaders in the Canadian patent market.

DLA Piper wins Legal Adviser of the Year and recognized as UK Top Performer 2018 by Global Sourcing Association

25 MAY 2018

DLA Piper's Global Co-Head of Technology Sector, Kit Burden, was last night named Legal Adviser of the Year at the Global Sourcing Association (GSA) UK Top Performers and Professional Awards, held at the Hilton Manchester Deansgate

***Managing IP* 2018 recognizes DLA Piper (Canada) LLP as an IP leader**

23 MAY 2018

DLA Piper (Canada) LLP is pleased to see five of our lawyers recognized as IP STARS and our Intellectual Property and Technology (IPT) Group recognized as a leading firm in *Managing Intellectual Property* IP STARS's 2018 global rankings.

DLA Piper (Canada) LLP welcomes new associate Gargi Chopra

7 MAY 2018

DLA Piper (Canada) LLP is pleased to welcome Gargi Chopra to the firm's Toronto office as an associate in the Corporate group.

DLA Piper (Canada) LLP has strongest showing to date in 2018 *Canadian Legal Lexpert Directory*

2 MAY 2018

DLA Piper (Canada) LLP is pleased to announce that forty-three of the firm's lawyers have been recognized as leading practitioners in the 2018 edition of the *Canadian Legal Lexpert Directory*. The firm was also featured as a leader in eleven different practice areas.

Michal Kasprowicz receives teaching award from Windsor Law

18 APR 2018

DLA Piper (Canada) LLP is pleased to announce that Michal Kasprowicz has received the SLS Outstanding Special Lecturer Award from Windsor Law school, presented to the sessional instructor who most exemplifies the attributes of an exceptional teacher for the school year in question.

DLA Piper announces partnership promotions for 2018

3 APR 2018

DLA Piper is proud to announce that 62 lawyers have been promoted to its partnership. The promotions are effective as of 1 April 2018 in the United States and 1 May 2018 for EMEA and Asia Pacific. The promotions were made across many of the firm's practice areas in 42 different offices throughout 20 countries.

DLA Piper (Canada) LLP welcomes new litigation associate Wendy Sun

5 MAR 2018

DLA Piper (Canada) LLP is pleased to welcome Wendy Sun to the firm's Toronto office as an associate in the Litigation, Arbitration and Investigations Group.

Ron Dimock and Sangeetha Punniyamoorthy recognized by World IP Review in 2018 Leaders Directory

1 MAR 2018

DLA Piper (Canada) LLP is pleased to announce that partners Ron Dimock and Sangeetha Punniyamoorthy have been included in the 2018 edition of *World Intellectual Property Review's* Leaders Directory.

***Chambers Global* 2018 recommends DLA Piper Canada**

20 FEB 2018

DLA Piper (Canada) LLP professionals are once again featured in the latest edition of the *Chambers Global* guide.

Businesses still not fully aware of Data Protection issues

31 JAN 2018

DLA Piper has released its second Data Privacy Snapshot report, finding that once again, company global privacy programs have gaps in meeting increasingly demanding global privacy principles. Significantly, it appears that many companies are falling short of data protection obligations under the General Data Protection Regulation (GDPR), which will start to apply from 25 May 2018.

World Trademark Review recognizes DLA Piper (Canada) LLP as a leader in Canadian trademarks

31 JAN 2018

DLA Piper (Canada) LLP is pleased to be recognized as a leader in Canadian trademarks in the 2018 edition of World Trademark Review - The World's Leading 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 (Canada) LLP Recognized in 2018 *Lexpert*®/*ALM 500 Directory*

13 DEC 2017

DLA Piper (Canada) LLP is pleased to announce that the 2018 *Lexpert*®/*American Lawyer* Guide to the Leading 500 Lawyers in Canada has recognized Chris Barnett, Howard Krupat, Ron Dimock, and Bruce Stratton as top practitioners in their field.

DLA Piper (Canada) LLP expands rankings in *Legal 500 Canada*

1 DEC 2017

DLA Piper (Canada) LLP is pleased to have achieved its best showing to date in *Legal 500 Canada*, with 11 lawyers gaining new rankings in the newly released 2018 edition.

Sangeetha Punniamoorthy honoured at 2017 SABA Awards

17 NOV 2017

One of the most prestigious legal awards in Toronto, the annual SABA Awards celebrate the leadership and achievements of South Asian lawyers and their contribution to the legal profession.

DLA Piper launches Global Contract Laws v2.0

7 Nov 2017

DLA Piper has launched a newly updated version of its *Global Contract Laws* online resource. *Global Contract Laws v2.0* covers laws from more than 50 countries, including the UK, the US, Australia, China, and Germany, as well as new countries in Asia and South America.

Three partners named Life Science Stars in Canada by LMG Life Sciences

30 OCT 2017

DLA Piper (Canada) LLP congratulates partners Ron Dimock, Sangeetha Punniyamoorthy and Noam Goodman on being named 2017 Life Science Stars in Canada by the *Legal Media Guidés* (LMG) *LMG Life Sciences* directory.

DLA Piper named one of the most innovative law firms in Europe by the Financial Times Innovative Lawyers Europe Report 2017

6 OCT 2017

DLA Piper is one of the top five most innovative law firms in Europe according to the Financial Times Innovative Lawyers Europe report 2017.

Now in its twelfth year, the FT Innovative Lawyers Report assesses lawyers on their innovation both for clients and in their own businesses. It is one of the top legal rankings in Europe and the accompanying awards are widely regarded as the best researched in the market.

DLA Piper (Canada) LLP increases rankings in Chambers Canada 2018

29 SEP 2017

DLA Piper (Canada) LLP is pleased to be recognized for its expanding market leadership in the 2018 edition of *Chambers Canada*, garnering its highest number of rankings to date.

DLA Piper launches new platform for Guide to Going Global series

20 SEP 2017

DLA Piper has launched a new platform featuring its *Guide to Going Global* series, an online resource designed to help companies operating and growing their international businesses.

DLA Piper (Canada) LLP achieves strongest showing to date in Best Lawyers

22 AUG 2017

DLA Piper (Canada) LLP has once again garnered top rankings in *Best Lawyers in Canada*, with close to one-third of the firm's lawyers ranked across 34 practice areas.

Patent expertise of DLA Piper (Canada) LLP highlighted in LMG Life Sciences Awards shortlist

27 JUL 2017

DLA Piper (Canada) LLP is pleased to be short-listed in multiple categories for the 2017 LMG Life Sciences Awards, which recognize leading firms and lawyers in North America who have achieved distinction in the life sciences industry.

Samantha C. Kernahan joins DLA Piper (Canada) LLP's Edmonton office

19 JUN 2017

Samantha's seasoned expertise in intellectual property law and corporate/commercial law will add considerable depth to the firm's capabilities across sectors.

DLA Piper (Canada) LLP named a top patent firm in *IAM Patent 1000 2017*

2 JUN 2017

The 2017 edition of *IAM Patent 1000 - The World's Leading Patent Practitioners* has recommended DLA Piper (Canada) LLP and four members of its Intellectual Property and Technology (IPT) Group as leaders in the Canadian patent market.
