



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

### Advertising and Marketing

#### KEY CONTACTS

##### Edward Chatterton

Partner  
Hong Kong  
T: +852 2103 0504  
edward.chatterton@dlapiper.c

##### Gina Durham

Partner  
San Francisco  
T: +1 415 836 2506  
gina.durham@dlapiper.com

##### Niels Mulder

Partner  
Amsterdam  
T: +31 (0) 20 5419 838  
niels.mulder@dlapiper.com

#### 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 Entertainment

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.

- Technology

## 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

#### Key issues in brand localization in China

17 October 2019

Given the unique features of the China market and the growing importance of Chinese consumer tastes, it is important for brand

owners to look at brand localization so as to maximize their performance in this market. Brand localization initiatives include China-only product and service lines, translations and adaptations of key marks and properties.

---

### **With great influence comes great responsibility: potential liabilities in the growing influencer marketplace**

30 Sep 2019

What responsibility, if any, falls on the influencer for social media product endorsements?

---

### **The Russian Supreme Court clarifies intellectual property legislation**

30 Sep 2019

Clarifications from the Supreme Court have a significant impact on the further development of court practice in Russia.

---

### **Supreme Court Corner**

24 July 2019

The Court clarifies a circuit split over copyright in *Fourth Estate* and, in *Mission Product Holdings*, says a licensee's rights survive the licensor's bankruptcy.

---

### **Law à la Mode: Beauty Trends: 5 Key Beauty M&A deals; Street art and fashion; Word from the industry's mouth; The rise in innovative retail services; and more**

20 MAY 2019

#### **[LAW À LA MODE SERIES](#)**

The Moroccan editorial team is delighted to bring you the 28th edition of Law à la Mode, the quarterly legal magazine produced by DLA Piper's Consumer Goods & Retail Sector Group for clients and contacts of the firm worldwide.

---

### **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.

---

### **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.

---

### **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?

---

## [NEWS](#)

---

### **DLA Piper to advise ITW Global Leaders' Forum on blockchain-based telecoms platform**

2 July 2019

DLA Piper has been appointed to advise the ITW (International Telecoms Week) Global Leaders' Forum (GLF) on the launch of a special purpose vehicle that will develop a live, blockchain-based platform.

---

### **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 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).

---

### **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.

---

### **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 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 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

---

## **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.

---

## **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.

---

## **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.

---