



## 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

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#### RELATED SERVICES

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

#### RELATED SECTORS

- Financial Services
- Life Sciences
- Media, Sport and

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.

- Entertainment
- Technology

## CAPABILITES

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- 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

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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

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### Publications

## Substantial similarity in copyright: It matters where you sue

22 December 2020

Two circuits do not always interpret copyright law the same way.

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## Supreme Court Corner

22 December 2020

A quick look at two cases.

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## Who's responsible for content posted on the Internet? Section 230, explained

22 December 2020

What the law does, what people are saying it should do, and what might happen next.

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## Coronavirus Resource Center: Our global repository of insights and events

30 September 2020

A central repository for our reports and commentary on the legal and regulatory concerns arising from the pandemic.

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## Supreme Court Corner

30 September 2020

A quick look at two cases - *USPTO v. Booking.com* and *American Axle & Manufacturing v. Neapco Holdings*.

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## *Allen v. Cooper*: Supreme Court affirms state sovereign immunity in copyright case

30 June 2020

Under current copyright law, any effort by a state to provide alternate remedies for copyright infringement would be nullified by copyright preemption.

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## A go-to firm for defending patent cases

30 June 2020

Recognition from *Law360*

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## Atlanta expands privacy capabilities

30 June 2020

Lael Bellamy's arrival bolsters our data protection, privacy and security capabilities throughout the firm.

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## Intellectual property rights are a renewed focus as the world looks beyond a global viral outbreak

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30 June 2020

A few key IP-related considerations for companies, whether they are seeking to expand into new markets or looking to preserve their place in an existing market.

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### **Northern California bolsters telecom and regulatory practice**

30 June 2020

Regulatory and telecom attorney Kristin Jacobson has joined our Northern California office in Sacramento.

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### **Supreme Court Corner**

30 June 2020

A quick look at three cases: *Thryv, Inc.*; *Lucky Brands*; and *Romag Fasteners*.

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### **Washington, DC grows technology capabilities with two new arrivals**

30 June 2020

Marius Domokos and Justin Ilhwan Park have joined our Washington, DC practice.

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### **DLA Piper Global Trademark Guide**

28 May 2020

DLA Piper is pleased to announce the launch of our online Global Trademark Guide.

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### **Quaran-streaming: Music licensing and your online business**

15 MAY 2020

The COVID-19 pandemic has caused an unprecedented need for businesses to get creative in order to continue generating revenue while their physical premises are temporarily closed. Certain businesses which have traditionally been based entirely on in-person attendance, such as fitness studios, have been among those experiencing the most pressure to pivot their business models. With many businesses that feature music as a key part of their service now offering virtual classes, seminars, or shows, the question arises — how can businesses move their services online and stay onside of copyright law?

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### **Covid-19: Advertising guidance for brands (UK)**

30 April 2020

The outbreak of COVID-19 is an unprecedented and rapidly-evolving challenge to businesses in all sectors. In the context of advertising, marketing and social media communications, the overwhelming regulatory focus has been on preventing the exploitation of consumers and on limiting the spread of misinformation.

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### **Are you ready for CCPA class action litigation?**

30 March 2020

Many businesses may not have fully contemplated the major data breach class action litigation risk created by the California

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Consumer Privacy Act.

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### **Supreme Court Corner**

30 March 2020

Notable cases involve trademark protectability and federal preclusion principles.

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### **Brexit and trade marks**

30 January 2020

Key points to understand about Brexit and its immediate impact in relation to trade marks.

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### **CCPA Rescue Kit arrives amid new privacy law change**

19 December 2019

A series of integrated compliance offerings to help businesses begin the journey of compliance with this important new privacy bill.

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### **Panels examine trademark litigation and the CCPA at our 13th annual Women in IP Law CLE Luncheon**

19 December 2019

Most of the more than 180 guests were leading IP counsel] for some of the Bay Area's largest tech companies.

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### **Supreme Court Corner**

19 December 2019

We are watching two key cases – *Romag Fasteners v. Fossil* and *Thryv, Inc. v. Click-to-Call Technologies*.

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### **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.

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### **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.

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## 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?

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## 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.

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## 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](#)

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

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## Intellectual Property and Technology News (Asia Pacific) May 2019

15 MAY 2019

### [INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS](#)

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.

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## China's latest legislative step-up on Trademark Protection: Amendments to the Trademark Law effective from November 2019

1 MAY 2019

On April 23, 2019, the 10th Session of the 13th Standing Committee of the National People's Congress approved the amendments to the PRC Trademark Law.

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## 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.

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## EU Policy & Regulatory Update - European Parliament Adopts EU Copyright Reform

28 MAR 2019

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Following two and a half years of negotiations and unprecedented public attention, the European Parliament adopted the controversial EU copyright reform in its plenary session on 26 March 2019.

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### **Top of Mind: Litigation**

20 MAR 2019

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

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### **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?

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## **Events**

### **Previous**

#### **The implications of Brexit in the UK and the EU from a trademarks perspective**

7 October 2020

Webinar

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## **NEWS**

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#### **DLA Piper's Luxembourg team enters World Trademark Review ranking**

25 February 2021

Our Luxembourg office is pleased to announce that we have been ranked as a recommended law firm in the World Trademark Review.

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#### **DLA Piper advises ATI Global on GBP170 million acquisition of Groundsure**

21 January 2021

Global law firm DLA Piper has advised ATI Global on its GBP170 million acquisition of UK based location intelligence business Groundsure, a leading supplier of environmental searches, data, mapping and reports for the UK property market, from Ascential plc (Ascential) (LSE: ASCL).

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#### **DLA Piper and Aldersgate DLS launch TOKO, a fast, secure and cost effective solution for buying and selling high value assets using blockchain technology**

5 November 2020

Global law firm DLA Piper in collaboration with Aldersgate DLS (Digital Ledger Solutions), has launched TOKO, a unique tokenisation engine and vital component in the digital asset ecosystem. Developed with Aldersgate DLS, TOKO provides smart contract

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functionality and digital asset creation functionality and assurance.

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### **DLA Piper advises Singtel Innov8 on its investment in Chinese data service provider DataHunter**

28 May 2020

DLA Piper has advised Singtel Innov8 the venture capital arm of Singtel Group focusing on investments in technology solutions, on its successful investment, through a B-Series fundraising, in Beijing-based data service provider DataHunter.

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### **China and Hong Kong partners recognised in IP Stars 2020**

14 May 2020

We are delighted to announce that IPT partners Edward Chatterton ( William (Skip) Fisher, (Shanghai), and Horace Lam, (Beijing), have been recognised in IP Stars 2020 by Managing Intellectual Property.

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### **DLA Piper announces partnership promotions for 2020**

30 April 2020

DLA Piper is proud to announce that 67 lawyers have been promoted to its partnership. The promotions are effective as of April 1, 2020 in the United States and May 1, 2020 for EMEA and Asia Pacific. The promotions have been made across many of the firm's practice areas in 35 different offices throughout 13 countries.

Across the firm's practices globally, Corporate saw the largest intake of new partners with 19 promotions, followed by Litigation and Regulatory with 15. Intellectual Property and Technology and Finance and Projects had ten and eight promotions respectively, while there were six in Real Estate. Tax and Employment both had four, and there was one in Restructuring.

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### **DLA Piper lawyers named Acritas Stars**

10 March 2020

Acritas has named over 200 DLA Piper lawyers as 2020 Acritas Stars. Now in its fourth year, Acritas Stars highlights the stand-out lawyers in private practice as nominated by clients around the world. More than 3,000 senior in-house counsel feed into the nomination process to give a comprehensive view of highly recommended lawyers across the globe.

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### **DLA Piper advises AirTrunk on new hyperscale data centre in Hong Kong**

23 September 2019

Global law firm DLA Piper has advised hyperscale data centre specialist AirTrunk on the development of its state-of-the-art USD150+ million data centre in Hong Kong.

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### **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.

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### **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.

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### **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).

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