



## 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
- 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

---

- 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

#### **Defending trademarks from non-use cancellations: Strategies for OEM manufacturers in China**

September 2021

For many companies, China is an essential piece of their business, but they may never sell a single product to a Chinese company

or consumer. Those businesses must answer the tricky question of how to protect their brand in a country where consumers never see it.

---

## **Blockchain and Digital Assets News and Trends**

23 August 2021

### **BLOCKCHAIN AND DIGITAL ASSETS NEWS AND TRENDS**

New information reporting requirements for cryptocurrency transactions; CFPB involvement in cryptocurrency oversight; NCUA seeks comments on use of DLT and DeFi by credit unions.

---

## **Blockchain and Digital Assets News and Trends**

19 July 2021

### **BLOCKCHAIN AND DIGITAL ASSETS NEWS AND TRENDS**

IRS says tax-deferred like-kind exchange is not available for cryptocurrency trades; copyright issues plague NFTs; crypto venture investments continue to accelerate.

---

## **The impact of Brexit on Intellectual Property Law**

25 June 2021

2021 is the first year in which Brexit took full effect, following the end of the transition period. It therefore continues to keep businesses busy on how to get to grips with the legislative changes resulting from Brexit.

---

## **Repeat trademark filings: General Court confirms bad faith filing in Monopoly case**

21 May 2021

In a recent judgment, the General Court has confirmed that repeat filings of trademarks may, in certain circumstances, constitute bad faith.

---

## **Expedited examination now available for Canadian trademark applications**

18 May 2021

Trademark applications are generally examined in the order they are received by the Canadian Intellectual Property Office ("CIPO"). The rationale being that examining an application out of order creates a favourable position for one applicant at the expense of other applicants.

---

## **The Lanham Act's makeover – Congress gives new clarity and tools to trademark owners and applicants**

30 March 2021

The Trademark Modernization Act of 2020 gives new certainty for litigants and new tools for challenging current registrations.

---

## **VG Bild-Kunst: the saga on legality of linking continues**

12 March 2021

In a new judgment of 9 March 2021 (C-392/19), the EU Court of Justice (CJEU) confirmed that copyright holders can contractually impose the implementation of effective technological measures on their licensees to restrict access to their works before they allow the publication of their work on their website.

---

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

22 December 2020

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

---

### **Supreme Court Corner**

22 December 2020

A quick look at two cases.

---

### **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.

---

### **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.

---

### **Supreme Court Corner**

30 September 2020

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

---

### ***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.

---

### **A go-to firm for defending patent cases**

30 June 2020

Recognition from *Law360*

---

### **Atlanta expands privacy capabilities**

---

30 June 2020

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

---

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

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.

---

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

30 June 2020

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

---

### **Supreme Court Corner**

30 June 2020

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

---

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

30 June 2020

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

---

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

28 May 2020

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

---

### **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?

---

## **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.

---

## **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 Consumer Privacy Act.

---

## **Supreme Court Corner**

30 March 2020

Notable cases involve trademark protectability and federal preclusion principles.

---

## **Brexit and trade marks**

30 January 2020

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

---

## **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.

---

## **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.

---

## **Supreme Court Corner**

19 December 2019

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

---

## **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.

---

### **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.

---

### **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?

---

### **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.

---

### **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](#)

The US editorial team is delighted to bring you the 27th edition of *Law à la Mode*, the legal magazine produced by DLA Piper's Retail Sector Group for clients and contacts of the firm worldwide.

---

### **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](#)

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.

---

### **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](#)

---

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.

---

**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](#)

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?

---

**Law à la Mode: 10 tips when licensing a brand; a new provision for trademark parody; and more**

23 May 2016

[LAW À LA MODE](#)

The French editorial team is delighted to bring you this special edition of Law à la Mode, marking the 138th INTA Annual Meeting in Orlando.

---

[Events](#)

[Previous](#)

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

7 October 2020

Webinar

---

[NEWS](#)

---

**New intellectual property partner joins DLA Piper's intellectual property and technology practice in Paris**

11 January 2021

DLA Piper is appointing Frank Valentin as partner to its Intellectual Property and Technology (IPT) Practice in Paris, joining with a team of four others on 15 January.

---