



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

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СООТВЕТСТВУЮЩИЕ УСЛУГИ

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

СООТВЕТСТВУЮЩИЕ ОТРАСЛИ ЭКОНОМИКИ

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.

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

ПУБЛИКАЦИИ И МЕРОПРИЯТИЯ

Публикации

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.

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*.

The US-Mexico-Canada Agreement: A summary of changes in Mexico's laws

6 August 2020

Mexico makes sweeping changes to an array of laws.

***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.

Coronavirus Resource Center: Our global repository of insights and events

30 June 2020

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

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 outside 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*.

Compliance with the Quebec language requirements for display of trademarks to be mandatory on November 24, 2019

8 NOV 2019

This article addresses the language requirements pertaining to display, in a language other than French, of trademarks on real estate in Quebec.

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?

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.

Significant changes to Canada's trademark laws now in effect

17 JUN 2019

The most significant amendments to the Federal Canadian trademark statute finally came into effect June 17, 2019. Some of the changes align Canada's trademark laws with that of other jurisdictions and allow, for the first time, the inclusion of Canadian trademark rights in international applications.

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.

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.

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.

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?

События

Прошедшие мероприятия

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

7 October 2020

Webinar

3D Printing in the Intellectual Property Landscape

25 Apr 2019

НОВОСТИ

DLA Piper was platinum sponsor of 2021 Virtual Fox Moot

15 Mar 2021

DLA Piper Canada is proud to have once more participated as a platinum sponsor and event co-ordinator of the Harold G. Fox Moot; which for the first time since its inception, was hosted virtually.

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

3 March 2021

The World Intellectual Property Organization recently ordered that the disputed domain name <szxypex.com> be transferred from its registrant to Xypex Chemical Corporation.

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.

DLA Piper (Canada) LLP increases rankings in the 2021 edition of World Trademark Review 1000

22 February 2021

DLA Piper (Canada) LLP was once more recognized as a leader in Canadian trademarks in the 2021 edition of *World Trademark Review 1000 (WTR 1000)* - The World's Leading Trademark Professionals, achieving a silver ranking for both litigation and prosecution.

DLA Piper (Canada) LLP recognized by *Chambers Global 2021*

19 February 2021

DLA Piper (Canada) LLP and nine of its practitioners have been recognized in the 2021 edition of *Chambers Global*.

Bentley Gaikis named in the IFLR Rising Stars Awards 2020 Americas

11 February 2021

DLA Piper (Canada) LLP is pleased to announce that Bentley Gaikis from the firm's Toronto Office has been recognized in the Rising Stars Awards 2020 Americas for his outstanding patent practice.

DLA Piper shortlisted by the *Financial Times* for five FT North America Innovative Lawyers awards

8 December 2020

DLA Piper is pleased to announce it has been shortlisted by the *Financial Times* for five FT North America Innovative Lawyers 2020 awards.

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 functionality and digital asset creation functionality and assurance.

Michal Kasprowicz and Cristina Mihalceanu named 2020 *Managing Intellectual Property* Rising Stars

October 29, 2020

DLA Piper (Canada) LLP congratulates Michal Kasprowicz and Cristina Mihalceanu on being named Rising Stars in *Managing Intellectual Property's* IP STARS 2020 global rankings.

Five DLA Piper (Canada) LLP partners named LMG Life Science Stars

5 October 2020

Five DLA Piper Canada partners have been awarded Life Science Stars in Canada by the Legal Media Guide's (LMG) 2020 Life Sciences ranking guide.

DLA Piper (Canada) LLP recognized by *Chambers Canada* 2021

10 September 2020

DLA Piper (Canada) LLP is pleased to see 25 of our lawyers recognized across 16 practice areas in the 2021 edition of *Chambers Canada*.

DLA Piper Canada increases rankings in 2021 edition of *Best Lawyers in Canada*

28 AUG 2020

DLA Piper (Canada) LLP is pleased to see 79 of our lawyers across 35 practice areas recognized in the 2021 *Best Lawyers in Canada* guide, resulting in our best showing with the guide since its inception.

DLA Piper (Canada) LLP partners shortlisted for LMG Life Science Awards

7 AUG 2020

DLA Piper (Canada) LLP is pleased to see two of our partners shortlisted for the Legal Media Guide's (LMG) 2020 Life Sciences Awards.

DLA Piper (Canada) LLP recognized for expertise in intellectual property law by *Managing IP* 2020

10 JULY 2020

Four DLA Piper (Canada) LLP lawyers have been recognized as IP STARS and our Intellectual Property and Technology (IPT) Group has been recognized for its expertise in intellectual property law in *Managing Intellectual Property* IP STARS' 2020 global rankings.

DLA Piper patent litigators conduct Federal Court's first virtual trial

22 JUN 2020

DLA Piper's team of patent litigators made history this month by representing their client, Videotron Ltd, in the Federal Court's first virtual trial (*Rovi Guides Inc. v. Videotron Ltd.*, T-921-17). The patent infringement proceeding involved multiple patents on interactive television program guides.

***IAM Patent 1000* recognizes Bruce Stratton and Alan Macek for their expertise in patent litigation**

16 JUN 2020

The 2020 edition of *IAM Patent 1000 - The World's Leading Patent Practitioners* has recognized Bruce Stratton and Alan Macek for their depth of expertise and market-leading legal advice in the area of patent litigation.

Sangeetha Punniyamoorthy named Chair of the Canadian IPT Group

20 MAY 2020

DLA Piper (Canada) LLP is pleased to announce that Sangeetha Punniyamoorthy has been appointed Chair of the Canadian Intellectual Property and Technology Group.

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.

DLA Piper (Canada) LLP increases rankings in the 2020 *Canadian Legal Lexpert Directory*

24 APR 2020

DLA Piper (Canada) LLP is pleased to announce that we have significantly increased the number of lawyers ranked as leading practitioners in the 2020 edition of the *Canadian Legal Lexpert Directory*.

DLA Piper (Canada) LLP supports LNG Studios in their initiative to help protect Canadian healthcare workers

9 APR 2020

DLA Piper (Canada) LLP is proud to support its client LNG Studios Inc. ("LNG") in their initiative to support Canadian healthcare workers throughout the current COVID-19 crisis.

DLA Piper Canada significantly expands Startups, Emerging Companies and Technology practice

16 MAR 2020

With the addition of six new lawyers to our Vancouver office since the beginning of 2020, DLA Piper Canada has significantly expanded upon its capabilities in the Startups, Emerging Companies and Technology practice.

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.

DLA Piper (Canada) LLP was platinum sponsor of the 2020 Fox Moot

2 MAR 2020

DLA Piper Canada is delighted to have once more participated as a platinum sponsor and event co-ordinator of the Harold G. Fox Moot, one of Canada's most prestigious mooting events.

DLA Piper (Canada) LLP recognized in the 2020 edition of *World Trademark Review 1000*

24 FEB 2020

DLA Piper (Canada) LLP is thrilled to be recognized as a leader in Canadian trademarks in the 2020 edition of *World Trademark Review 1000* - The World's Leading Trademark Professionals.

DLA Piper (Canada) LLP recognized by *Chambers Global 2020*

20 FEB 2020

DLA Piper (Canada) LLP and nine of its practitioners have been recognized in the 2020 edition of *Chambers Global*.

DLA Piper (Canada) LLP welcomes Becky Rock to the Vancouver Office

18 FEB 2020

DLA Piper (Canada) LLP is pleased to announce that Becky Rock has joined the firm as an Associate in the Vancouver office.

DLA Piper (Canada) LLP set to host The Harold G. Fox Moot 2020

12 FEB 2020

DLA Piper (Canada) LLP is proud to once more participate as a platinum sponsor and event co-ordinator of The Harold G. Fox Moot on intellectual property law.

DLA Piper (Canada) LLP welcomes Partner Michael E. Reid to the Vancouver office

1 FEB 2020

DLA Piper (Canada) LLP is pleased to announce that Mike Reid has joined the firm as a Partner in the Vancouver office. Mike practises technology-related business law, with a particular focus on corporate, commercial and information technology matters.

DLA Piper (Canada) LLP welcomes Tyson Gratton

13 JAN 2020

DLA Piper (Canada) LLP is pleased to welcome Tyson Gratton to the firm's Vancouver office as an associate in the Corporate group. Tyson's practice focuses primarily on assisting emerging and growth stage companies manage corporate governance matters, negotiate contracts and licensing agreements, navigate growth financing, and facilitate routine corporate commercial matters.

DLA Piper (Canada) LLP welcomes Morgan McDonald to the Vancouver office

8 JAN 2020

DLA Piper (Canada) LLP is pleased to announce that Morgan T. McDonald has joined the firm as Counsel in the Vancouver office. Morgan's practice is focussed on assisting founders, startup and growth companies in the technology sector, including software, gaming, ecommerce and related technology facing businesses and emerging markets including artificial intelligence, cloud computing and privacy.

DLA Piper (Canada) LLP welcomes Partner Ryan J. Black

1 JAN 2020

DLA Piper (Canada) LLP is pleased to announce that Ryan Black has joined the firm as Partner in the Vancouver office. Ryan practises technology-related corporate law, with a particular focus on internet technologies, ecommerce, video games and esports.

DLA Piper (Canada) LLP welcomes three new partners

1 JAN 2020

DLA Piper (Canada) LLP welcomes three new additions to the partnership, effective January 1, 2020.

DLA Piper (Canada) LLP recommended in the 2020 edition of the *Legal 500 Canada*

14 NOV 2019

DLA Piper (Canada) LLP has been recommended across a broad range of practice areas in the latest edition of the *Legal 500 Canada*.

DLA Piper (Canada) LLP recognized by *Chambers Canada 2020*

20 Sep 2019

DLA Piper (Canada) LLP is pleased to be recognized as an industry leader in the 2020 edition of *Chambers Canada*.

DLA Piper (Canada) LLP strengthens its patent agency practice

21 AUG 2019

DLA Piper Canada is pleased to announce that our Intellectual Property and Technology practice group now includes two more lawyers who are qualified Patent Agents in Canada. Our experienced Patent Agent team has been augmented by both the arrival of Richard Mar in our group and by the recent qualification of Michal Kasproicz as a Registered Patent Agent.

DLA Piper (Canada) LLP welcomes Associate Counsel Richard Mar

12 AUG 2019

DLA Piper (Canada) LLP welcomes Richard Mar to the firm's Toronto office as Associate Counsel in the Intellectual Property and Technology Group.

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 (Canada) LLP recognized as a leader in patent laws by IAM Patent 1000

12 JUN 2019

The 2019 edition of *IAM Patent 1000 - The World's Leading Patent Practitioners* has recognized DLA Piper (Canada) LLP and four members of its Intellectual Property and Technology (IPT) Group as leaders in the Canadian patent market.

***Managing IP* 2019 recognizes DLA Piper (Canada) LLP as a leader in Intellectual Property law**

21 MAY 2019

DLA Piper (Canada) LLP is pleased to see four 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' 2019 global rankings.

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*.
