



**Tamar Y. Duvdevani**

**Partner**

**NEW YORK CHAIR, INTELLECTUAL PROPERTY AND TECHNOLOGY  
CO-CHAIR, CONSUMER GOODS AND RETAIL SUBSECTOR**

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Tamar Duvdevani is the New York Chair of the Intellectual Property and Technology group, the Co-Chair of the Consumer Goods and Retail Subsectors, and has broad experience with disputes involving trademarks and trade dress, copyrights, right of publicity, false advertising, patent and digital media issues, as well as other commercial litigation matters such as complex contract/licensing disputes and arbitrations.

Tamar regularly provides guidance to retailers, media and consumer products companies on a variety of intellectual property and other legal issues important to their industries. As noted in the 2021 World Trademark Review 1000 rankings, Tamar is "a staunch advocate for fashion, media and consumer products companies" and is "accessible, available, practical and efficient – and a personable lawyer who cares deeply about clients and their products and business." She is a highly experienced intellectual property litigator that has successfully argued her cases before the Second Circuit and district courts throughout the country. In addition, Tamar works with global companies on strategic rebranding initiatives and trademark, copyright and right of publicity licensing issues. Following law school, Tamar clerked in the United States District Court for the Southern District of New York for Magistrate Judge Andrew J. Peck. She serves on the S.D.N.Y. / E.D.N.Y. Rules Committee and the Intellectual Property committee of the Federal Bar Council. Tamar was highlighted in the 2020 inaugural edition of New York's top 20 Power Lawyers by The Hollywood Reporter.

- IP ja teknologia
- Tavaramerkit ja tekijänoikeudet
- Advertising, Litigation and Disputes

- Media, urheilu ja viihde
- Vähittäiskauppa

**Representative Cases**

- *Dr. Seuss Enterprises v. ComicMix LLC et al* (9th Circuit) – obtained precedential reversal for Dr. Seuss Enterprises in copyright appeal relating to infringement of iconic Seuss works, including *Oh The Places You'll Go*
- *GOLO LLC v. Goli Nutrition Inc.* (D. Del.) – representing Goli Nutrition in trademark infringement litigation over use of defendant's GOLI mark; obtained "bet the company" win in defeating a preliminary injunction motion wherein Judge Andrews found no likelihood of confusion and no irreparable harm.

- *Kawhi Leonard v. NIKE, Inc.* (D. Oregon) – represented NIKE in copyright litigation relating to ownership and infringement of "Claw" design used by NIKE during endorsement deal with the NBA MVP. Obtained judgment on the pleadings confirming NIKE as the owner of the design and dismissing Leonard's complaint.
- *AVELA et al v. Estate of Marilyn Monroe* (S.D.N.Y.) – representing the Estate of Marilyn Monroe in trademark infringement and false endorsement litigation brought as a declaratory judgment by licensing entity
- *Tigercat Int'l v. Caterpillar Inc.* (TTAB) - representing Tigercat in TTAB opposition relating to TIGERCAT mark
- *Night Owl SP, LLC v. Dongguan Auhua Electronics Co., LTD, et al.*, (M.D.Fla) – representing plaintiff Night Owl in trademark and counterfeiting dispute. Successfully obtained preliminary injunction against defendant, including an order cancelling defendant's fraudulently obtained trademark registration
- *Protect-A-Car Wash Sys v. Car Wash Partners* (D. MD.) – Obtained summary judgment for defendant, the largest national car wash chain, in trademark and unfair competition claims relating to MISTER CAR WASH mark
- *Noosa Yogurt v. Hain Celestial* (D. Col.) – represented Hain Celestial in trade dress infringement action relating to yogurt packaging
- *St. Jude Medical v. Volcano Corp.* (D. Del.) – represented St. Jude in series of patent litigations relating to diagnostic cardiovascular guide wire technology
- *Ernest Evans et al v. Home Depot et al* (S.D. Fl.) – represented Home Depot in trademark infringement and right of publicity lawsuit litigation relating to alleged infringement of Ernest Evans' (aka Chubby Checker) name
- *Spinelli et al v. Associated Press et al.* (S.D.N.Y.) – represented AP in copyright litigation and related claims against group of sports photographers alleging unlawful use of NFL-related photographs
- *Echo Design Group v. Arcadia Group Ltd.* (S.D.N.Y.) – represented defendant Arcadia Group (TopShop) in patent litigation relating to touchscreen glove technology
- *God, Gold & Moore v. Nike* (S.D.N.Y.) – represented Nike in trademark infringement litigation relating to graphic design used on defendant's graphic tee
- *Cameron Industries, Inc. v. Mothers Work, Inc.* (S.D.N.Y.) - represented the defendant apparel company in copyright litigation concerning fabric patterns and successfully obtained summary judgment dismissing the action, which was subsequently affirmed by the Second Circuit
- *Superpoints v. Rakuten Inc.* (N.D. Cal.) – represented Rakuten in trademark and unfair competition litigation over use of RAKUTEN SUPER POINTS

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### Admissions

- New York

### Kokemus

Before joining her former firm in the fall of 2005, Tamar was a law clerk to the Honorable Andrew J. Peck, Chief Magistrate Judge, Southern District of New York.

### Tunnustukset

- In 2019, 2020, and 2021, *World Trademark Review* ranked Tamar as a "recommended expert," noting in 2020 that Tamar "has an outstanding knowledge of trademark subject matter and precedents and takes a collaborative approach to resolving disputes."
- Recommended by *The Legal 500* United States in 2020
- Recognized by The Hollywood Reporter in 2020 as a NYC top 20 Power Lawyer

### Koulutus

- J.D., Fordham University School of Law 2002  
Associate Editor, Fordham Intellectual Property, Media and Entertainment Law Journal

- B.A., Cornell University 1996

## Courts

- United States Court of Appeals for the Fourth Circuit
- United States Court of Appeals for the Ninth Circuit
- United States Court of Appeals for the Second Circuit
- United States District Court for the District of Colorado
- United States District Court for the Eastern District of New York
- United States District Court for the Southern District of New York
- United States District Court for the Western District of New York

## Jäsenyydet

- Federal Bar Council
- Copyright Society of the U.S.A.
- Federal Circuit Bar Association
- SDNY/EDNY Joint Committee on Local Rules
- SDNY/EDNY sub-Committee on Local Patent Rules
- NYIPLA
- INTA

## INSIGHTS

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### Publications

#### **New York's enhanced anti-SLAPP laws take effect, adding protections and remedies to deter speech-chilling litigation**

19 November 2020

This development is expected to have an immediate impact on New York litigation, particularly in the defense of libel claims.

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#### **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.

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#### **Law à la Mode: Co-branding of wearable technologies; Internet of Things and the retail sector; 3D printing and more**

9 JUN 2015

Law à la Mode

The US editorial team is delighted to bring you the sixteenth edition of *Law à la Mode*, the quarterly legal magazine produced by DLA

Piper's Fashion, Retail and Design Group.

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- "New York Just Made It Easier for Artists to Protect Their Image After They Die (Guest Column)," *Billboard*, December 11, 2020
- Co-author, "SCOTUS invites Solicitor General's position on copyright registration pre-suit requirement," *Media, Sport and Entertainment Online*, February 2, 2018
- Multiple articles for DLA Piper's Re:Marks on Copyright and Trademark Blog

## Events

### Previous

#### **A fireside chat with Nicole Gates, Senior Corporate Counsel at Dr. Seuss Enterprises: Coming trends in consumer goods and retail**

16 December 2021  
Consumer Goods and Retail speaker series  
Webinar

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#### **Trade dress and unconventional trademarks**

20 October 2021 | 2:00 - 3:00 ET  
Consumer Goods and Retail speaker series  
Webinar

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- Copyright Protection of Useful Articles, AIPLA, 27 October 2016

## UUTISET

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#### **DLA Piper partner Tamar Duvdevani named a *Law360* Intellectual Property MVP**

14 September 2021  
DLA Piper is pleased to announce that New York Chair of Intellectual Property and Technology Tamar Duvdevani has been named a 2021 *Law360* Intellectual Property MVP.

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#### **DLA Piper announces new sector leadership**

10 March 2021  
DLA Piper is pleased to announce several recent changes to the firm's sector leadership.

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#### **36 DLA Piper lawyers in 11 countries ranked among *The World's Leading Trademark Professionals***

24 February 2021

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*World Trademark Review 1000: The World's Leading Trademark Professionals* has named 36 DLA Piper lawyers from 11 countries to its 2021 list of top trademark professionals.

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### **DLA Piper represents Dr. Seuss Enterprises in precedential Ninth Circuit copyright appeal**

4 January 2021

DLA Piper represented Dr. Seuss Enterprises, L.P. (DSE), the owner of rights to the books and characters of Theodore Geisel (better known as Dr. Seuss), in a successful copyright appeal before the Ninth Circuit Court of Appeals.

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### **Tamar Duvdevani named a *Hollywood Reporter* Top 20 New York Power Lawyer**

9 December 2020

DLA Piper is pleased to announce that partner Tamar Duvdevani, the Intellectual Property and Technology chair of the New York office, has been named to *The Hollywood Reporter's* inaugural Power Lawyers list of Top 20 New York Entertainment Attorneys.

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## **MEDIA MENTIONS**

- Quoted "Power Lawyers 2020: New York's Top 20 Entertainment Attorneys," *The Hollywood Reporter*, December 9, 2020