



Ann K. Ford

Partner

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Ann Ford advises clients with respect to business and transactional aspects of intellectual property, as well as litigation and pre-litigation protective measures.

She works with clients to acquire, develop and exploit intellectual property assets. She has extensive experience in working with both mature and emerging companies on developing and strengthening brands in a wide variety of industries. Ann utilizes her background in communications and media law, and experience in the retail and fashion sectors, to counsel clients on the specialized and unique issues faced by those industries. Ann also has significant experience working with clients in the financial services sector. She advises clients on the use of other intellectual property and conducts compliance programs for businesses on their use of copyrighted material. She also protects clients' intellectual property through the courts, agencies and uniform dispute resolution procedures.

Ann was formerly the US Chair and Global Co-Chair of DLA Piper's Intellectual Property and Technology practice where she was overseeing a number of different areas including trademark, patent, cybersecurity, data privacy, telecommunications, commercial contracts, technology transactions, strategic sourcing, and financial payments and digital. Prior to that role, Ann was the US chair of DLA Piper's Trademark, Copyright and Media practice. Ann is a member of the US Management Team and leads the firm's strategy around clients and sectors. She is a member of DLA Piper's Global Board, the Executive Committee and the firmwide Policy Committee.

- Intellectual Property and Technology
- Trademark and Copyright
- Litigation, Arbitration and Investigations

- Media, Sport and Entertainment
- Technology
- Consumer Goods, Food and Retail

Admissions

- District of Columbia
- New York

Recognitions

- *Chambers Global*

2022 - Band 2, USA Intellectual Property: Trademark, Copyright & Trade Secrets

Chambers comments, "Ann Ford is a respected trade mark attorney who frequently counsels clients on portfolio management and enforcement matters, with capabilities including global brand protection and portfolio expansion." Clients say, "*Ann has a superb grasp of the law from a technical perspective and also understands the challenges we face and is very adept at providing practical advice through a commercial lens.*" "*She has great IP. We bring her in for high-stakes matters.*"

2014 - 2021 - Band 2, USA Intellectual Property: Trademark, Copyright & Trade Secrets

2013 - Band 3, USA Intellectual Property: Trademark, Copyright & Trade Secrets

- *Chambers USA*

2021 - Band 2, Nationwide Intellectual Property: Trademark, Copyright & Trade Secrets

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2012-2020 - Band 1, Nationwide Intellectual Property: Trademark, Copyright & Trade Secrets

- *The Legal 500 United States*

2021 - Leading Lawyer, Trademarks: Litigation

Clients say, "I would call out for special recognition Ann Ford, who despite her heavy responsibilities still gets on important calls to discuss strategy and next steps." "When you speak with Ann Ford, the vast array of her experience becomes evident, quickly. She fully understands the law, the potential issues at hand, how to resolve them, and most importantly, how to protect your brand. If I were starting a law firm, she is my first hire. I only surround myself with the best and brightest, and this team at DLA Piper, go a level beyond."

2021 - Hall of Fame, Trademarks: Non-Contentious (including Prosecution, Portfolio Management, and Licensing)

Clients say, "Before choosing DLA Piper as our trademark law firm, I conducted a significant amount of research on not only the best firms but also the most talented attorneys. My research concluded that DLA Piper and Ann Ford were in fact the best. Having now worked with Ann and her team, they are bright, forward-thinking, and creative when dealing with trademark litigation, trademark protection, and related intellectual property. Collectively, I trust DLA Piper to help protect and grow our brands." "Ann Ford could be the best intellectual property attorney for trademarks. When you speak with her, the vast array of her experience becomes evident, quickly. She fully understands the law, the potential issues at hand, how to resolve them, and most importantly, how to protect your brand. If I were starting a law firm, she is my first hire." "Ann Ford — there's a reason why every company that I have been with immediately transfers our trademark portfolio to her firm. She is outstanding, one of the absolute best in the business. Great business sense and way of navigating thorny trademark issues."

2021 - Recommended, Patent Litigation: Full Coverage

2021 - Recommended, Patents: Litigation (International Trade Commission)

2020 - Hall of Fame, Trademarks: Non-Contentious (including Prosecution, Portfolio Management, and Licensing)

2018-2020 - Recommended, Trademarks: Litigation

2016-19 - Leading Lawyer, Trademarks: Non-Contentious (including Prosecution, Portfolio Management, and Licensing)

Ann was named a 2020 DC Trailblazer by the *National Law Journal*.

Ann is commended in the *WTR 1000: The World's Leading Trademark Professionals 2021*.

Ann was selected as a Client Choice Award recipient for excellence in client service in Intellectual Property: Trademarks in 2017.

In the global guide, she is described as "*a rock star who provides excellent customer service and is one of the top trade mark lawyers in the US.*" Clients in the US guide state "*Ann has a superb grasp of the law from a technical perspective and also understands the challenges we face and is very adept at providing practical advice through a commercial lens.*" Another client notes "*She has great IP.*"

We bring her in for high-stakes matters."

A client describes her as ' *Ann Ford — there's a reason why every company that I have been with immediately transfers our trademark portfolio to her firm. She is outstanding, one of the absolute best in the business. Great business sense and way of navigating thorny trademark issues.*' Another client states ' *Ann Ford could be the best intellectual property attorney for trademarks. When you speak with her, the vast array of her experience becomes evident, quickly. She fully understands the law, the potential issues at hand, how to resolve them, and most importantly, how to protect your brand. If I were starting a law firm, she is my first hire.*' A client notes " *Having now worked with Ann and her team, they are bright, forward-thinking, and creative when dealing with trademark litigation, trademark protection, and related intellectual property. Collectively, I trust DLA Piper to help protect and grow our brands.*'

Ann was selected as a Client Choice Award recipient for excellence in client service in Intellectual Property: Trademarks in 2017. She has also been listed in *IP Stars-Top 250 Women in IP, An International Who's Who of Trademark Lawyers, Guide to the World's Leading Trade Mark Practitioners, Guide to the World's Leading Women in Business Law, Who's Who Legal: The International Who's Who of Business Lawyers and The Legal Times.*

Education

- J.D., Duke University School of Law
- B.A., Georgetown University

Memberships

- Member, International Trademark Association
- Board member and Chair of Nominating Committee, DC Women's Bar Association Foundation
- Former Member, Law360 IP Editorial Board
- Former Member, District of Columbia Bar Board of Governors
- Member and Chair, DC Bar Pro Bono Committee, 2009-2015

INSIGHTS

Publications

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

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Law à la Mode - INTA special edition: Dubai's d3; combating counterfeit goods online; our top 10 tips on IP protection for fashion items; and more

4 MAY 2015
Law à la Mode

DLA Piper's Fashion, Retail and Design group is pleased to bring you this special edition of Law à la Mode, marking the 137th INTA Annual Meeting in San Diego.

Law à la Mode: Falling foul of China's trademark system; Retailers need to prepare for the new EU Data Protection Regulation; and New developments in the framework of the copyright protection of handbags

2 FEB 2015
Law à la Mode

A quarterly e-magazine from our Fashion, Retail and Design Group with the latest industry news, comment and legal updates. This edition has been edited by our Italian colleagues.

- "Reminder: In the age of social influence, fair use must be considered," *Law à la Mode*, May 2019
- "The development of artificial intelligence in the fashion industry: An opportunity or a threat," *Law à la Mode*, November 2018
- "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," *Law à la Mode*, May 2018
- "Trademarks—International," *The Intellectual Property Handbook: A Practical Guide for Franchise, Business, and IP Counsel (Second Edition)*, ABA Book Publishing, October 2016
- "Working with Clients in the Fashion Industry: IP Tips and Trends," *Inside the Minds: Navigating Fashion Law, Leading Lawyers on Exploring the Trends, Cases and Strategies of Fashion Law*, Aspatore/Thomson Reuters, 2012

NEWS

MEDIA MENTIONS

- "DLA Piper Forms New Management Team After Strong 2020," *Law360*, March 9, 2021
- "Keeping up with the co-chairs," *IPPro The Internet*, March 20, 2018