



[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
- Hospitality and Leisure
- Technology
- Consumer Goods, Food and Retail

Admissions

- District of Columbia
- New York

Recognitions

- *Chambers Global*
 - Band 1, USA Intellectual Property: Trademark, Copyright & Trade Secrets (2022)
 - Band 2, USA Intellectual Property: Trademark, Copyright & Trade Secrets (2014-2021)
 - 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.*"
 - Band 3, USA Intellectual Property: Trademark, Copyright & Trade Secrets (2013)
- *Chambers USA*
 - Band 2, Nationwide Intellectual Property: Trademark, Copyright & Trade Secrets (2021-2022)
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 - Band 1, Nationwide Intellectual Property: Trademark, Copyright & Trade Secrets (2012-2020)
- *The Legal 500 United States*
 - Leading Lawyer, Trademarks: Litigation (2021)
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.*"
 - Hall of Fame, Trademarks: Non-Contentious (including Prosecution, Portfolio Management, and Licensing) (2021-2022)
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.*"
 - Recommended, Patent Litigation: Full Coverage (2021)
 - Recommended, Patents: Litigation (International Trade Commission) (2021)
 - Hall of Fame, Trademarks: Non-Contentious (including Prosecution, Portfolio Management, and Licensing) (2020)
 - Recommended, Trademarks: Litigation (2018-2020)
 - Leading Lawyer, Trademarks: Non-Contentious (including Prosecution, Portfolio Management, and Licensing) (2016-2019)
- Named a DC Trailblazer by the *National Law Journal* (2020)
- Commended in the *WTR 1000: The World's Leading Trademark Professionals* (2021)
- Selected as a Client Choice Award recipient for excellence in client service in Intellectual Property: Trademarks (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*

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.

Change is here: finding fraud at the TTAB

11 Sep 2009

- "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

The World's Leading Trademark Professionals recognizes 40 DLA Piper lawyers

2 March 2022

DLA Piper continues to be widely recognized by *World Trademark Review 1000: The World's Leading Trademark Professionals*, which has named 40 DLA Piper lawyers to its 2022 list of top trademark professionals. The list of DLA Piper trademark experts includes 9 lawyers in multiple key United States jurisdictions, reflecting the practice's deep bench and strategic national reach. These individuals are **Ryan Compton, Andrew Deutsch, Gina Durham, Tamar Duvdevani, Ann Ford, Michael Geller, David Kramer, Keith Medansky** and **Thomas Zutic**. In addition to individual accolades, DLA Piper is ranked as a top national trademark firm with additional nods for the firm's Illinois and Washington, DC departments.

DLA Piper LLP (US) announces new firm and practice leadership positions

8 March 2021

DLA Piper LLP (US) is pleased to announce a number of firm and practice leadership changes.

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

24 February 2021

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.

DLA Piper launches Sustainability and Environmental, Social and Governance (ESG) portal to help clients thrive in a sustainable future

2 November 2020

DLA Piper has launched a global Sustainability and Environmental, Social and Governance (ESG) portal to help companies around the world transition to and thrive in a more sustainable future.

Ann Ford named to the *National Law Journal's* 2020 list of DC Trailblazers

16 September 2020

DLA Piper is pleased to announce that Ann Ford has been named a 2020 DC Trailblazer by the *National Law Journal*.

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