



Michael A. Geller

Partner

michael.geller@dlapiper.com

Chicago

T: +1 312 368 2152

F: +1 312 251 2187

M: +1 312 420 5962

Michael focuses his practice on domestic and international trademark and copyright law, as well as brand management and counselling, domain name disputes, social media enforcement and counselling, scam activities, and unfair competition law. His practice spans the globe, representing clients in clearance, counseling, prosecution, enforcement, and licensing matters and in assisting clients in protecting their intellectual property rights through litigation and other means, including in federal court, the TTAB, and through domain name dispute resolution procedures.

- Intellectual Property and Technology
- Trademark and Copyright

- Media, Sport and Entertainment

Michael regularly advises large, multinational clients in the areas of brand enforcement and management, with particular experience in the fields of restaurants, hospitality, fitness, business consulting, financial markets, and life sciences. He has helped his clients litigate disputes in courts and administrative agencies in on every populated continent, and he develops, handles, maintains and enforces large intellectual property portfolios. He also works closely with start-up and emerging growth clients, identifying brand development goals and strategies from seed funding stages through product development and roll out both domestically and internationally.

Representative Cases Include:

- *Le-Vel LLC v. Thrive Market Inc.*: Successfully represented e-commerce retailer Thrive Market in a trademark infringement dispute in federal court, which ended in a favorable settlement.
- *The Port Authority of New York and New Jersey v. International Export Import Organization, Inc.* and David H. Lee: Successfully represented the Port Authority of New York and New Jersey in an opposition against third parties attempting to register the trademark WORLD TRADE CITY.
- *Globeride, Inc. v. K2 Sports, LLC*: Successfully represented Globeride, Inc. in an TTAB opposition filed against its primary brand name and logo, resulting in a favorable settlement.
- *Chicago Justice Project v. Cook County State's Attorneys' Office*: Represented the non-profit organization Chicago Justice Project in a Freedom of Information Act lawsuit, resulting in a favorable settlement.

CREDENTIALS

Admissions

- Illinois

Prior Experience

During law school, Michael was a summer associate for DLA Piper, a judicial intern for Judge Judith Gische of the New York Supreme Court, and a law clerk at the New York City Taxi and Limousine Commission.

Prior to practicing law, Michael worked in the field of television news as a producer for WGRZ-TV, the NBC affiliate in Buffalo, New York. In his media career, Michael has experience with major market broadcast facilities such as Fox News Channel in New York City and KNBC-TV in Los Angeles, California.

Recognitions

- *Chambers USA*
 - Up and Coming, Illinois Intellectual Property: Trademark, Copyright & Trade Secrets (2022)

Recognized by *World Trademark Review* 1000 as Bronze for "Prosecution and Strategy," the publication describes Michael as "a discerning choice for internet and social media matters: 'Michael is someone to keep on speed dial and an invaluable asset to clients. He keeps commercial objectives and budget concerns in mind and dispenses trusted advice grounded in business practicalities.'" Michael is known for practical and intuitive counseling and strategic guidance for clients seeking online and social media brand protection and enforcement.

Education

- J.D., University of Michigan Law School
- B.S., Ithaca College

INSIGHTS

Publications

Trade dress protects your automobile's design

11 July 2022
Intellectual Property and Technology News
Trade dress may be used to protect the unique, non-functional aspects of a car.

When not to use the UDRP against domain name pirates

27 January 2022
Intellectual Property and Technology News

"Did any of you gentlemen want to have it out with ME?" Long John Silver, Treasure Island

Two gifts, and a small lump of coal, from the USPTO to trademark owners

13 December 2021

The gifts: two new actions; the lump of coal: half the time to respond to Office actions.

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.

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

6 August 2021

Law à la Mode

For many companies, China is essential to business, but they may never sell a single product to a Chinese company or consumer. For those companies, China is the source of their manufacturing and products, even if a Chinese consumer never purchases the goods. Those businesses must answer the tricky question of how to protect their brand in a country where consumers never see it.

Fending off phishing attacks: Some simple steps using trademark law

June 2021

We often think about how to respond once a breach has occurred, but rarely do we consider how to prevent a breach or scam entirely.

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.

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.

NEWS

DLA Piper announces partnership promotions for 2022

28 April 2022

DLA Piper is proud to announce that 74 lawyers have been promoted to its partnership. The promotions are effective as of April 1 2022 in the United States and May 1 2022 for EMEA and Asia Pacific. Promotions have been made across all of the firm's practice areas, spanning 38 offices in 21 countries.
