



**David M. Kramer**

**Partner**  
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David Kramer's practice is centered on trademark, copyright and media law with particular focus on the video game, television, fashion/retail and food service industries.

David assists both mature and emerging companies on all aspects of brand development from inception through international expansion and beyond. Key areas of experience include domestic and international trademark clearance and prosecution, brand development and protection, trademark portfolio management, trademark and copyright enforcement and litigation, intellectual property licensing agreements and due diligence, domain name dispute resolution, intellectual property issues arising on the Internet and in social media, as well as pre-publication media review.

David also has extensive experience with a variety of advertising and product packaging issues, including false and comparative advertising claims, and counsels clients on the implications of Federal Trade Commission (FTC) and Food and Drug Administration (FDA) regulations related to particular products and industries. Understanding these regulations plays a key role in developing risk management strategies, best practices, company policies, clearance/approval processes and promotional and marketing plans.

With a background in computer science and English literature, he has a deep-rooted interest in the intersection of technology, media and the law.

- Intellectual Property and Technology
- Trademark and Copyright
  
- Media, Sport and Entertainment

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## Admissions

- District of Columbia
- Maryland

## Prior Experience

Before joining DLA Piper, David served as an assistant product manager at America Online in Dulles, Virginia.

## Recognitions

- Super Lawyers, Washington, DC Rising Star, 2018
- Super Lawyers, Washington, DC Rising Star, 2017

## Education

- J.D., George Washington University 2008  
Editorial Board, *American Intellectual Property Law Association Quarterly Journal*
- B.A., English, Georgetown University 2003

## Courts

- United States District Court for the District of Columbia

## INSIGHTS

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David is a contributor to Re:marks, the Trademark, Copyright and Media practice blog.

## Publications

**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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**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?

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## NEWS

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**DLA Piper advises Foot Locker in US\$360 million acquisition of atmos**

4 August 2021  
DLA Piper represented Foot Locker, Inc. in its recent agreement to acquire Text Trading Company, K.K., which owns and licenses the atmos brand.

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**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.

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