



### Devika Persaud

**Associate**

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Devika Persaud focuses her practice in the areas of trademark and copyright law, with a focus on intellectual property litigation in federal court and proceedings before the US Patent and Trademark Office Trademark Trial and Appeal Board (TTAB).

Prior to focusing on intellectual property, Devika worked on complex commercial litigation and dispute resolution matters in the areas of securities and structured finance, consumer financial services, product liability, bankruptcy and contractual disputes. Devika has experience drafting pleadings, discovery, legal memoranda and motions on a wide range of issues in state and federal court.

- Trademark and Copyright
- Intellectual Property and Technology

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## Admissions

- District of Columbia
- New Jersey
- New York

## Education

- B.A., University of Chicago
- J.D., University of Michigan Law School

## Memberships

- Vice President of Programming, South Asian Bar Association of Washington, D.C.
- General Director, South Asian Bar Association of Washington, D.C.

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## Publications

### **Pink bubble wrap and zip ties! Attempts to expand non-traditional trademarks as source indicators**

30 April 2020

It is becoming increasingly difficult to create a brand that stands out in the fast-paced beauty and fashion industries.

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- "Consumer has standing to oppose company's RAPUNZEL trademark for dolls and toy figures before US Trademark Trial and Appeal Board," *Re:Marks*, January 11, 2019
- "Federal circuit creates circuit split on USPTO recovery of attorney's fees regardless of prevailing party," *Re:Marks*, August 2, 2018