



## Trademark and Copyright

With increasing globalization it is difficult for companies to know where their next IP issue may arise. Whether it is anti-piracy in Asia, trademark litigation and licensing in the US, developing legal strategies to maximize and protect the commercial potential of brands, ideas and technological advances as a new market entrant or brand management across Europe, we can help you manage your trademarks, designs and copyright wherever you do business. Our top-tier trademark and copyright litigation lawyers work on notable matters in every jurisdiction. We pride ourselves on giving multi-jurisdictional, practical and commercial advice to our clients.

With leading trademark and copyright lawyers in major markets around the world, our widely respected team is well positioned to help you solve your trademark and copyright issues across all borders. Our global reach and local knowledge enable us to work collaboratively to provide seamless, high-quality global service.

### Trademarks

DLA Piper is honored to manage some of the largest global trademark portfolios for a number of the world's most valuable brands and handle significant trademark litigation matters for leading global corporations. We manage over 70,000 trademarks in more than 150 countries. Our highly experienced trademark lawyers assist clients with a strategic approach to the protection and enforcement of their trademarks, including attending to preliminary clearances and the registration of trademarks, dealing with opposition, non-use and infringement actions, assisting with commercial transactions and providing experienced litigation services. Many of our clients outsource their entire trademark function to us to establish, maintain and protect their portfolio of brands.

### Copyrights

We also are highly experienced in copyright related matters around the globe. We help our clients to obtain the full benefit of their copyright assets through registration and licensing, enforcing their copyrights where needed and preventing infringement of the copyrights of others. We have experienced litigators and copyright lawyers throughout the world, including in major cities where infringing activity and importation of infringing goods often occurs. Our worldwide platform allows us to coordinate copyright enforcement and defensive activities globally.

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- Corporate
- Litigation, Arbitration and Investigations
- Restructuring
- Tax
- Media, Sport, Gaming and Entertainment
- Antitrust and Competition
- Advertising, Marketing and Promotions

- Financial Services
- Life Sciences
- Media, Sport and

## Advertising and Marketing

- Entertainment
- Technology

We have extensive experience in advising on the rules and laws for advertising and marketing across the globe. We provide top-tier legal support to advertising and marketing clients operating in a wide range of sectors as well as technology providers to that industry. Our clients turn to us for our ability to efficiently handle global campaigns and our deep experience in all facets of advertising, including sweepstakes and contest promotions, intellectual property counseling, data privacy, loyalty programs, cross-promotion and co-branding, pricing and distribution, sponsorships, product labelling and packaging, anti-spam legislation and review of advertising claims in all media. We are also there to assist and represent our clients in disputes, litigation and governmental investigations relating to advertising and marketing programs.

## CAPABILITES

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- Global trademark portfolio management
- Trademark litigation
- Clearance and prosecution
- Brand protection strategies
- Licensing
- Anti-counterfeiting
- Internet/domain names
- Social media
- Advertising and promotion
- Copyright litigation

## EXPERIENCE

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Providing trademark portfolio management and brand protection advice on a global basis to a leading global beauty manufacturer with nearly US\$11 billion in annual revenue and a portfolio of in excess of 40,000 marks.

Handling the trademark portfolio management for a leading global bank, including prosecution, opposition and enforcement. The Hong Kong office handles all pending oppositions and several trademark court cases, as well as routine trademark portfolio work.

Representing a leading manufacturer in multiple cross-border litigation cases concerning the sale of counterfeit products, including representation in the largest counterfeit case in Europe.

Handling all Intellectual Property matters including licensing, enforcement, prosecution and trademark portfolio management for one of the best-selling worldwide food brands. We represent the trademark portfolio in the United States and represent and advise them on transactions and enforcement actions with international implications.

Managing all phases of our multinational client's global trademark portfolio, including the registration, protection and enforcement of its brands, as well as handling its copyright, Internet, domain name, advertising and dilution matters in over 150 countries. Our docket of enforcement matters includes many dozens of disputes around the world.

Representing our film producer client, DLA Piper helped to show there was no indication of infringement on their screenplay which was claimed by other writers. The Court ruled in our favor and this was a novel means of clearing potential copyright claims prior to production.

## INSIGHTS

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### Publications

#### Chinese court rules in first NFT copyright infringement case

9 June 2022

The sales of NFTs have resulted in a billion-dollar sized market; yet the laws and regulations around this specific asset class are failing to keep up with the fast pace of development and fall short in addressing many key legal issues and controversies surrounding NFTs in traditional legal areas, notably in copyright law.

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### Protecting your IP in Russia: Best practices, action steps

18 May 2022

#### INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS

US companies may take action in Russia to protect their IP rights, notwithstanding US economic and trade sanctions.

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### Is the “transformative” use defense unfair?

28 April 2022

#### INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS

“Let’s Go Crazy” is not simply a song by Prince, but, potentially, the theme song for the Supreme Court’s willingness to explore the doctrine of copyright fair use.

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### The time has come for trademark hijackers to pay the price

25 April 2022

Trademark hijacking in China is notorious and has been a mission impossible for brand owners for many years, despite the continuous efforts from both the China National Intellectual Property Administration (the “CNIPA”) and the Chinese courts.

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### Protecting your therapeutic assets: The value of method of use patent claims

31 March 2022

#### INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS

MOU claims can offer robust protection throughout a small molecule’s life cycle, from approval to the entry of a generic competitor.

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### Enter the metaverse: Seeking patent protection for metaverse innovations

28 February 2022

#### INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS

Numerous companies are developing innovations for use in the metaverse, forging ahead with patent filings to protect this intellectual property.

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### 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*

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## 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.

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## Blockchain and Digital Assets News and Trends

23 August 2021

### [BLOCKCHAIN AND DIGITAL ASSETS NEWS AND TRENDS](#)

New information reporting requirements for cryptocurrency transactions; CFPB involvement in cryptocurrency oversight; NCUA seeks comments on use of DLT and DeFi by credit unions.

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## Blockchain and Digital Assets News and Trends

19 July 2021

### [BLOCKCHAIN AND DIGITAL ASSETS NEWS AND TRENDS](#)

IRS says tax-deferred like-kind exchange is not available for cryptocurrency trades; copyright issues plague NFTs; crypto venture investments continue to accelerate.

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## Expedited examination now available for Canadian trademark applications

18 May 2021

Trademark applications are generally examined in the order they are received by the Canadian Intellectual Property Office ("CIPO"). The rationale being that examining an application out of order creates a favourable position for one applicant at the expense of other applicants.

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## 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.

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## Substantial similarity in copyright: It matters where you sue

22 December 2020

Two circuits do not always interpret copyright law the same way.

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## Supreme Court Corner

22 December 2020

A quick look at two cases.

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## Who's responsible for content posted on the Internet? Section 230, explained

22 December 2020

What the law does, what people are saying it should do, and what might happen next.

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## Coronavirus Resource Center: Our global repository of insights and events

30 September 2020

A central repository for our reports and commentary on the legal and regulatory concerns arising from the pandemic.

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## Supreme Court Corner

30 September 2020

A quick look at two cases - *USPTO v. Booking.com* and *American Axle & Manufacturing v. Neapco Holdings*.

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## Law à la Mode: Beauty Trends: 5 Key Beauty M&A deals; Street art and fashion; Word from the industry's mouth; The rise in innovative retail services; and more

20 MAY 2019

### [LAW À LA MODE](#)

The Moroccan editorial team is delighted to bring you the 28th edition of Law à la Mode, the legal magazine produced by DLA Piper's Consumer Goods & Retail Sector Group for clients and contacts of the firm worldwide.

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## 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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## 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.

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21 MAY 2018

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**Law à la Mode: Virtual Reality and Augmented Reality; Insta-worthy or Insta-infringement; E-commerce in Poland; Harnessing hidden advertising; and more**

20 DEC 2017

## [LAW À LA MODE](#)

The Asia Pacific editorial team is delighted to bring you the 24th edition of Law à la Mode, the quarterly legal magazine published 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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**Intellectual Property and Technology News (United States)**

Issue 20, Q4 2013

5 DEC 2013

## [INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS](#)

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**Law à la Mode: 10 tips when licensing a brand; a new provision for trademark parody; and more**

23 May 2016

## [LAW À LA MODE](#)

The French editorial team is delighted to bring you this special edition of Law à la Mode, marking the 138th INTA Annual Meeting in Orlando.

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## [Events](#)

## [Previous](#)

**The implications of Brexit in the UK and the EU from a trademarks perspective**

7 October 2020

Webinar

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## [NEWS](#)

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## **China and Hong Kong partners recognised in IP Stars 2022**

8 June 2022

IPT partners Edward Chatterton (Hong Kong) and Horace Lam (Beijing) have once again been recognised in IP Stars 2022 by Managing Intellectual Property as industry leaders.

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## **DLA Piper partners with Shyft Network through TOKO platform**

10 February 2022

TOKO, the digital asset creation engine empowering value creation and delivered in collaboration with DLA Piper, has entered into an engagement with the Shyft Network to join the Shyft Network Federation and attest virtual asset provider (VASP) data on its blockchain.

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