



## Tavaramerkit ja tekijänoikeudet

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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- Yhtiöoikeus
- Riidanratkaisu
- Uudelleenjärjestelyt
- Verotus
- Media, urheilu, pelit ja viihde
- Kilpailuoikeus
- Advertising, Marketing and Promotions

- Rahoitus
- Healthcare
- Vapaa-ajan palvelut
- Biotieteet
- Media, urheilu ja viihde

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

#### **Non-fungible tokens: What are the legal risks?**

18 October 2021

The market for Non-Fungible Tokens (NFTs) has boomed over the past year. Businesses and asset owners have been creating and selling NFTs representing a range of assets, whether digital or physical, including internet memes, digital images, event tickets and memorabilia.

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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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### **Latest regulatory changes reduce burden for software and technology companies under US export controls**

6 April 2021

Revisions to the US Export Administration Regulations implement changes to Export Controls for Conventional Arms and Dual-Use Goods and Technologies.

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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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### **Mark it: A look back at 2020 trademark, copyright and media news**

6 January 2021

Some of our most popular guidance.

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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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### **The US-Mexico-Canada Agreement: A summary of changes in Mexico's laws**

6 August 2020

Mexico makes sweeping changes to an array of laws.

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### ***Allen v. Cooper*: Supreme Court affirms state sovereign immunity in copyright case**

30 June 2020

Under current copyright law, any effort by a state to provide alternate remedies for copyright infringement would be nullified by copyright preemption.

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### **A go-to firm for defending patent cases**

30 June 2020  
Recognition from *Law360*

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### **Atlanta expands privacy capabilities**

30 June 2020  
Lael Bellamy's arrival bolsters our data protection, privacy and security capabilities throughout the firm.

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

30 June 2020  
A central repository for our reports and commentary on the legal and regulatory concerns arising from the pandemic.

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### **Intellectual property rights are a renewed focus as the world looks beyond a global viral outbreak**

30 June 2020  
A few key IP-related considerations for companies, whether they are seeking to expand into new markets or looking to preserve their place in an existing market.

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### **Northern California bolsters telecom and regulatory practice**

30 June 2020  
Regulatory and telecom attorney Kristin Jacobson has joined our Northern California office in Sacramento.

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### **Supreme Court Corner**

30 June 2020  
A quick look at three cases: *Thryv, Inc.*; *Lucky Brands*; and *Romag Fasteners*.

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### **Washington, DC grows technology capabilities with two new arrivals**

30 June 2020  
Marius Domokos and Justin Ilhwan Park have joined our Washington, DC practice.

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### **Social media influencers beware: Street art is protected by copyright**

11 June 2020  
Michael Garfinkel discusses the legal implications of a new sub-economy.

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### **President Trump's online platform Executive Order: Practical implications**

3 June 2020

It is too early to tell if the EO initiatives will move forward or if instead their pendency operates as a sword of Damocles for large social media platforms.

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### **DLA Piper Global Trademark Guide**

28 May 2020

DLA Piper is pleased to announce the launch of our online Global Trademark Guide.

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### **Quaran-streaming: Music licensing and your online business**

15 MAY 2020

The COVID-19 pandemic has caused an unprecedented need for businesses to get creative in order to continue generating revenue while their physical premises are temporarily closed. Certain businesses which have traditionally been based entirely on in-person attendance, such as fitness studios, have been among those experiencing the most pressure to pivot their business models. With many businesses that feature music as a key part of their service now offering virtual classes, seminars, or shows, the question arises — how can businesses move their services online and stay onside of copyright law?

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### **Justices form unique alliances in holding Georgia's annotated code not protected by copyright; Thomas dissent presses for closer review of precedent**

12 May 2020

There is likely to be an immediate, practical impact from the ruling, as well as a potential longer-term effect.

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### **SCOTUS unanimous – willfulness not a prerequisite to a profits award under the Lanham Act**

8 May 2020

The Supreme Court resolves a decades-long circuit split.

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### **Covid-19: Advertising guidance for brands (UK)**

30 April 2020

The outbreak of COVID-19 is an unprecedented and rapidly-evolving challenge to businesses in all sectors. In the context of advertising, marketing and social media communications, the overwhelming regulatory focus has been on preventing the exploitation of consumers and on limiting the spread of misinformation.

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### **Federal Circuit reshapes the rules for color marks on product packaging**

14 April 2020

The Federal Circuit decision changes the rules for adjudging the ability to register color marks.

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### **Are you ready for CCPA class action litigation?**

30 March 2020

Many businesses may not have fully contemplated the major data breach class action litigation risk created by the California Consumer

Privacy Act.

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## Supreme Court Corner

30 March 2020

Notable cases involve trademark protectability and federal preclusion principles.

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## Brexit and trade marks

30 January 2020

Key points to understand about Brexit and its immediate impact in relation to trade marks.

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## CCPA Rescue Kit arrives amid new privacy law change

19 December 2019

A series of integrated compliance offerings to help businesses begin the journey of compliance with this important new privacy bill.

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## Panels examine trademark litigation and the CCPA at our 13th annual Women in IP Law CLE Luncheon

19 December 2019

Most of the more than 180 guests were leading IP counsel] for some of the Bay Area's largest tech companies.

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## Supreme Court Corner

19 December 2019

We are watching two key cases – *Romag Fasteners v. Fossil* and *Thryv, Inc. v. Click-to-Call Technologies*.

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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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**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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**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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**Supreme Court Corner - Q4 2016**

20 DEC 2016

Two patent cases, two copyright cases

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**Supreme Court Corner: Q3 2016**

26 SEP 2016

Does the Lanham Act's disparagement clause violate the First Amendment or is it impermissibly vague? And does the equitable defense of laches bar a claim for monetary remedies for patent infringement?

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**Supreme Court Corner: Q4 2015**

2 DEC 2015



A recent fair use decision, plus three significant cases to watch

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### **Supreme Court Corner: Q2 2015**

9 JUN 2015

Recent decisions and cases to watch

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### **Substitution allowed? State biosimilars laws are evolving**

10 SEP 2014

Biosimilar products have not yet reached the US market, but debates on the laws and regulations that will govern them have been raging for some time

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### **Supreme Court Corner - Q3 2014**

10 SEP 2014

A review of cases relevant to IPT decided or argued before the Court during Q3

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### **Surviving a trademark opposition challenge: do you have a true "intent-to-use"? 5 key tips**

10 SEP 2014

Two precedential decisions from the TTAB

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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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### **Intellectual Property and Technology News (United States) Issue 19, Q3 2013**

4 SEP 2013

[INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS](#)

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### **Intellectual Property and Technology News (United States) Issue 18, Q2 2013**

4 JUN 2013

[INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS](#)

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**Intellectual Property and Technology News (United States)**  
Issue 16, Q4 2012

10 Dec 2012

[INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS](#)

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**Intellectual Property and Technology News (United States)**  
Issue 15, Q3 2012

5 Sep 2012

[INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS](#)

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**Intellectual Property and Technology News (United States)**  
Issue 14, Q2 2012

26 Jun 2012

[INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS](#)

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**Intellectual Property and Technology News (United States)**  
Issue 13, Q1 2012

30 Mar 2012

[INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS](#)

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**Intellectual Property and Technology News (United States)**  
Issue 12, Q4 2011

20 Dec 2011

[INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS](#)

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**Intellectual Property and Technology News (United States)**  
Issue 11, Q3 2011

12 Sep 2011

[INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS](#)

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**Intellectual Property and Technology News**  
Issue 10, Q2 2011

28 Jun 2011

## INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS

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Intellectual Property and Technology News  
Issue 9, Q1 2011

22 Mar 2011

## INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS

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Intellectual Property and Technology News  
Issue 8, Q4 2010

9 Dec 2010

## INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS

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Intellectual Property and Technology News  
Issue 7, Q3 2010

6 Oct 2010

## INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS

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Intellectual Property and Technology News  
Issue 6, Q2 2010

18 Jun 2010

## INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS

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Intellectual Property and Technology News  
Issue 5, Q1 2010

10 Mar 2010

## INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS

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Intellectual Property and Technology News  
Issue 4, Q4 2009

3 Dec 2009

## INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS

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Intellectual Property and Technology News  
Issue 3, Q3 2009

11 Sep 2009

## INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS

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Intellectual Property and Technology News  
Issue 2, Q2 2009

1 Jun 2009

## INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS

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Intellectual Property and Technology News  
Issue 1, Q1 2009

17 Feb 2009

## 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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**Ten tips for generating a life sciences brand name**

19 NOV 2015

The proliferation of brands, combined with the PR and financial consequences of a potential rebrand in the event of infringement, has made selecting a trademark trickier than ever. Christina Martini and Virginia Wolk Marino report.

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**FTC updates Q&A on Endorsement Guides – changes affect all types of media and endorsement: 5 takeaways**

3 JUN 2015

The Endorsement Guides apply equally to all types of media and forms of endorsement

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**The benefits and challenges of one of advertising's most valuable assets - the slogan**

5 MAR 2014

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7 MAR 2013

## INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS

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### Trademark or certification mark? The standards body's dilemma

10 Dec 2012

When standards bodies look to protect the marks associated with their standards, they are faced with a dilemma: should they use trademarks or certification marks? One may think the answer is obvious: "certification" seems to be what standards bodies do, and therefore a standards body should always use certification marks. But the obvious answer is not always the right one. Some standards bodies find that trademarks better fit their needs.

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## Events

### Previous

#### US employment laws and updates

17 November 2021 | 2:00 - 3:00 ET

Consumer Goods and Retail speaker series

Webinar

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#### Trade dress and unconventional trademarks

20 October 2021 | 2:00 - 3:00 ET

Consumer Goods and Retail speaker series

Webinar

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#### False advertising 101

15 September 2021 | 2:00 - 3:00 ET

Consumer Goods and Retail speaker series

Webinar

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#### Trials in the time of COVID-19

12 November 2020 | 3:00 - 4:00 p.m. ET

Webinar

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

7 October 2020  
Webinar

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## UUTISET

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### **DLA Piper lawyers and practices ranked in latest edition of *The Legal 500***

17 June 2021

DLA Piper announced today that the firm received 42 individual lawyer rankings and 49 firm rankings in *The Legal 500 United States 2021* guide.

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### **DLA Piper advises Concord in acquisition of Downtown's copyright portfolio**

27 April 2021

DLA Piper represented Concord, a leading independent music company, in connection with the acquisition by a Concord affiliate of Downtown's iconic portfolio of 145,000 owned and co-published music copyrights.

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### **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.

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### **Retired Judge Andrew Peck appointed as Judicial Emeritus member of Sedona Conference Working Group 1 Steering Committee**

5 January 2021

DLA Piper is pleased to announce that former United States Magistrate Judge Andrew J. Peck has been appointed by The Sedona Conference as a Judicial Emeritus member of the Steering Committee of Working Group 1 (WG1), effective January 2021.

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### **DLA Piper represents Dr. Seuss Enterprises in precedential Ninth Circuit copyright appeal**

4 January 2021

DLA Piper represented Dr. Seuss Enterprises, L.P. (DSE), the owner of rights to the books and characters of Theodore Geisel (better known as Dr. Seuss), in a successful copyright appeal before the Ninth Circuit Court of Appeals.

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### **DLA Piper lawyers and practices ranked in latest Chambers edition**

8 May 2020

DLA Piper today announced that the firm received 172 lawyer rankings and 71 practice rankings in *Chambers USA's 2020* guide.

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