



WHY DUANE MORRIS?

For more than 100 years, Duane Morris has found innovative solutions to our clients’ legal and business challenges. Our more than 800 lawyers in offices across the United States and internationally are focused on providing practical and business-minded counsel to clients that range from startups to the Fortune 500. Duane Morris’ Trademark, Copyright, Entertainment and Advertising group works with clients on global brand management; trademark strategy, structure, protection and enforcement; trade dress; and copyright counseling. From infringement claims and other contentious matters to day-to-day portfolio management, our lawyers leverage their knowledge of clients’ businesses and goals, effective and efficient approaches and budgetary discipline to grow strong and lasting client relationships.

REPRESENTATIVE CLIENTS

- ▶ ARAMARK
- ▶ BEN & JERRY’S
- ▶ CRYSTAL GEYSER
- ▶ EDWARD JONES
- ▶ FASHIONCRAFT-EXCELLO
- ▶ FISSLER
- ▶ ICEE
- ▶ JAGUAR LAND ROVER
- ▶ LAGOS
- ▶ LENDINGTREE
- ▶ LENOX
- ▶ NEC
- ▶ PERNOD RICARD USA
- ▶ POLDER PRODUCTS, LLC
- ▶ POPEYES
- ▶ RICOH
- ▶ SANDOW MEDIA
- ▶ TSMC
- ▶ UNILEVER
- ▶ WOCKHARDT
- ▶ WRIGHT MEDICAL
- ▶ ZITNER CANDY
- ▶ 23ANDME

RANGE OF SERVICES

- ▶ Trademarks
- ▶ Copyrights
- ▶ Trade dress
- ▶ Brand implementation
- ▶ Brand management
- ▶ Filings
- ▶ Prosecution
- ▶ Portfolio management
- ▶ Registration
- ▶ Licensing
- ▶ Enforcement
- ▶ Transactions
- ▶ Negotiations
- ▶ Due Diligence
- ▶ Audits
- ▶ Litigation

RANKINGS AND ACCOLADES



U.S. News-Best Lawyers 2023 recognized the firm with a **TOP-TIER NATIONAL RANKING** in Trademark Law.

Ranked a **TOP 10 FIRM** (North America - North East) by *Trademark Lawyer* magazine in 2022 and 2023.



World Trademark Review names Duane Morris attorneys as leading trademark professionals.

Several Duane Morris attorneys are named **Managing Intellectual Property** “IP Stars,” a guide to the world’s leading IP practitioners and firms.



Chambers USA ranks Duane Morris’ “experienced group... of highly effective practitioners... providing assistance on a full range of IP matters, including patents, trademarks, copyrights and licensing.”



Legal 500 ranked Duane Morris as a leading law firm in Intellectual Property: Trademarks: Litigation.

LIGHTING THE WAY

Duane Morris has represented lighting control innovators **LUTRON ELECTRONICS** in various matters including product configuration opposition involving the intersection of issues related to the laws of trademarks, design patents and utility patents.

THE FINER THINGS

Duane Morris represented fine jeweler **LAGOS** in a case alleging trade dress, copyright and infringement of its “Caviar” trademark by David Yurman. Despite agreeing in the early 1990s that Lagos would have exclusive rights to “caviar” as a trademark, David Yurman began heavily publicizing a line of jewelry called “Osetra,” using ad copy with taglines, such as “Inspired by caviar of the same name,” as well as similar patterns of black bead design that has become distinctive for Lagos’ Caviar line.

INNOVATIVE CLIENTS

Duane Morris represented **PODSHARE INC.**, a unique membership based co-living establishment with locations in Los Angeles, in suit brought by BD Hotels, owner of POD HOTELS mark, which sought to bar our client from using its PODSHARE service mark or any derivative of term “POD” in describing its business. Our attorneys obtained dismissal with prejudice of all asserted claims and persuaded USPTO to withdraw one of BD’s “pod” formative marks from publication based on term being generic.

EMPOWERING AND RESTORING

Duane Morris is proud to support **UNITE FOR HER**, a nonprofit providing accessible resources to enhance the emotional, spiritual and physical needs of breast cancer patients. The firm assisted the organization with service mark registrations, including for its annual Pink Invitational gymnastic charity event, which brings together 3,500 participants and 12,000 attendees to honor and celebrate the lives of those touched by breast cancer.



WOMEN IN THE LAW

Since the 1970s, Duane Morris has had a reputation as an excellent firm for women lawyers, evidenced by the accomplishments of its distinguished alumnae, awards and honors bestowed on its female attorneys, and high rankings based on firm policies and business development initiatives that retain and advance talented women in the profession.

APPROXIMATELY
20,000 TRADEMARKS
PROSECUTED, MAINTAINED AND
MANAGED ACROSS MORE THAN
200 JURISDICTIONS.

OFFICE LOCATIONS & REACH



UNITED STATES

Atlanta	Los Angeles
Austin	Miami
Baltimore	New York
Boca Raton	Newark
Boston	Philadelphia
Cherry Hill	Pittsburgh
Chicago	San Diego
Dallas	San Francisco
Fort Worth	Silicon Valley
Houston	Washington, D.C.
Lake Tahoe	Wilmington
Las Vegas	

INTERNATIONAL

Hanoi	Myanmar
Ho Chi Minh City	Shanghai
London	Singapore

- > Also satellite offices, including Bangor and Portland, Maine; and Seattle, Washington
- > Alliances in Mexico
- > Leadership position with international network of independent law firms

FOR MORE INFORMATION, PLEASE CONTACT:

NICOLE K. MCLAUGHLIN, Chair

**Trademark, Copyright, Entertainment
and Advertising Group**

215.979.1191 | nkmclaughlin@duanemorris.com

MARK LERNER, Chair

**Trademark, Copyright, Entertainment
and Advertising Group**

212.404.8714 | malerner@duanemorris.com

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