

QUARTERLY IP Digest

Spotlight Our Most Read Articles Last Quarter

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Grand Implications: The Use of Celebrity Look-Alikes in Advertising and the Interplay Between State Right of Publicity and Federal False Endorsement (Trademark Infringement) Claims

What is a world-wide, massively popular pop music star and actor supposed to do when a company negotiates with her to secure her image in an endorsement deal, declines to pay her asking price, but then goes ahead, without permission, and runs advertisements using a model that looks almost exactly like her, is dressed in almost identical clothing to what she wears in her music videos, and poses in ways that evoke her image as well? The complaint almost writes itself.

Written by Barry M. Benjamin

5 Key Takeaways | The Latest Challenges in AI – The Leadership Garage Experience: Inside Silicon Valley

Kilpatrick Townsend partner Rich Christiansen recently presented to the LeadershipGarage, a group of German Business leaders, and the German American Business Association in San Francisco on the topic of “The Latest Challenges in AI | The LeadershipGarage Experience: Inside Silicon Valley.”

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3 Key Takeaways | Intellectual Property Enforcement in China

Kilpatrick Townsend’s Charles Gray, the Practice Head of Asia Area Patents who works from the firm’s Shanghai office, and Fei Shen, an associate in the firm’s San Diego office, recently presented at the Association of Corporate Counsel’s (ACC) “International Seminar: Doing Business in China – Exploring Cross Border Legal Issues.”

The Maze of Laws, Rules, and Regulations at the Intersection of Gambling, Gaming, Sports Betting, and Fantasy Sports

Barry M. Benjamin, managing partner of the New York office and chair of Kilpatrick Townsend's Advertising and Marketing group, was honored to present at the 41st annual 2019 ANA/BAA Marketing Law Conference. The session, titled "The Maze of the Gambling, Gaming, Sports Betting, and Fantasy Sports Intersections," discussed the complex, layered federal and state laws, rules, and regulations applicable to the conduct of legal gaming, gambling, and sports wagering.

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Legal Alerts & Perspectives

[Automotive Design Patents: Best Protection Strategies](#)

The U.S. is the world's second-largest market for vehicle sales and production. To stay competitive in this multibillion-dollar industry, automotive manufacturers must strategically obtain valid and enforceable design patents against other infringing car manufacturers and companies that create toys and replicas of their big-ticket investments.

[Recent Trends in Food & Wine Industry and Their Legal Implications | The Patent Landscape](#)

Kilpatrick Townsend Partner Babak Kusha recently spoke at the Contra Costa County Bar Association's 25th Annual MCLE Spectacular in Walnut Creek, California on "Recent Trends in Food & Wine Industry and Their Legal Implications."

[Recent Trends in Food & Wine Industry and Their Legal Implications | Meat & Dairy Labeling Laws](#)

Kilpatrick Townsend Partner Joseph R. Snyder and Del Monte General Counsel William Sawyers recently spoke at the Contra Costa County Bar Association's 25th Annual MCLE Spectacular in Walnut Creek, California on "Recent Trends in Food & Wine Industry and Their Legal Implications."

[4 Key Takeaways | Trademark Clearance](#)

Kilpatrick Townsend senior counsel Chris Bussert recently presented in a workshop with Jeremy Liebman, franchise counsel at Krispy Kreme Donut Corporation, and Jason Adler, general counsel at Cellairis Franchise, Inc., at the ABA Annual Forum on Franchising in Denver, Colorado.

[Key Takeaways | IP Protection for Data](#)

Data-driven businesses drive enormous value from data. That data, for example, is often collected from the businesses' website visitors. Data scrapers are automated scripts that collect data from websites. But, what if a data scraper is using data collected from a business's website to build competing products or services?

[5 Key Takeaways | From Physician Innovator to Physician Patentee](#)

Kilpatrick Townsend's Rodney Rothwell presented at the 2019 American Association of Pediatric Urologists on the topic of "From Physician Innovator to Physician Patentee." The presentation provided attendees with a high-level overview of patents and how to avoid common pitfalls on the way to procuring a patent for their innovation.

["Congrats and Thanks" U.S. Olympic Committee Expands Personal Sponsorship Marketing for Athletes and Sponsors at Tokyo 2020](#)

Brands will attempt to advertise and get their message through wherever people are watching, and people watch the Olympic Games in large numbers. Thus, just as official paid sponsorships of the Games is quite costly, other brands not paying official sponsorship fees have often attempted to engage in ambush marketing around the Games.

[8 Key Takeaways | Trademark Enforcement in China: Power of Precedent](#)

Kilpatrick Townsend partner Christopher Woods, who leads the firm's Beijing office, and associate Sindy Ding-Voorhees recently joined Lisa Chin, Facebook, Inc., Lead Counsel, Brands and Marketing Legal; and Collette Parris, S'well, Senior Corporate Counsel, to present "Trademark Enforcement in China: Power of Precedent."

[Patent Monetization: Options in Patent Sales](#)

Kilpatrick Townsend's Jeff Gendzwill recently gave a presentation on the topic of "Patent Monetization: Options in Patent Sales."

Publications

[Lexology Getting The Deal Through: Trademarks 2020](#)

Lexology

Written by Theodore H. Davis Jr. and Olivia Maria Baratta

[Patent Valuations - Does Yours Have These Seven Key Elements?](#)

JD Supra

Written by Paul C. Haughey

[The PPH Program at the USPTO: Favorable Stats Don't Alleviate Big Risks](#)

IP Watchdog

Written by Kate Gaudry

[Blockchain in the Fast Lane](#)

Law Week Colorado

Written by Brian L. Olion

[Q4 Managing Partner Roundtable](#)

Law Week Colorado

[One Size Does Not Fit All: Tailoring IP Due Diligence to the Transaction](#)

Contra Costa Lawyer Magazine | The Intellectual Property Issue

Written by Siegmund Pohl

[Reflections on the Continuous Evolution of IP Law](#)

Contra Costa Lawyer Magazine | The Intellectual Property Issue

Written by Joseph R. Snyder

[The Evolving Scope of the Inter Partes Review Statutory Time Bar](#)

Contra Costa Lawyer Magazine | The Intellectual Property Issue

Written by A. James Isbester and Byron R. Chin

[Preserving Employer's Patent Rights with Shop Rights & Hired-to-Invent Doctrines](#)

Contra Costa Lawyer Magazine | The Intellectual Property Issue

Written by Babak Kusha

[Important Considerations in Licensing Know-How with Patents](#)

Contra Costa Lawyer Magazine | The Intellectual Property Issue

Written by Michelle Tyde and Joseph R. Snyder

[Rupert Barkoff, Through the Eyes of a Colleague](#)

The Franchise Lawyer, Vol. 22, No. 3

Written by Christopher P. Bussert

[Trademark Enforcement In Distinct Geographic Territories: Is the Infringement Case "Ripe"?](#)

The Franchise Lawyer, Vol. 22, No. 3

Written by Christopher P. Bussert

[Meme-Theft: How Legal Should Engage with Social Media Marketing to Handle Repost Crises](#)

World Trademark Review

Firm News

[Kilpatrick Townsend's Adam Charnes to Argue Closely Watched Patent Case Before U.S. Supreme Court](#)

[Tina McKeon Wins Leadership Award at SEBIO Forum](#)

[Megan Chung Receives Leaders In Law Award](#)

[Up and Coming Lawyer | Brian Olion](#)

[Kilpatrick Townsend Earns Top-Tier Recognition in U.S. News – Best Lawyers® 2020 "Best Law Firms" Rankings](#)

[Allison Gaul Honored at the 2019 American Intellectual Property Law Association Annual Meeting](#)

[Barrister's Choice, Best IP Attorney - Gene Bernard](#)

[Kilpatrick Townsend's Gene Bernard Named Best IP Attorney in Law Week Colorado's Barrister's Best](#)

[Record Number of Kilpatrick Townsend Attorneys Named 2019 New York Metro Super Lawyers](#)

[Kilpatrick Townsend at the 2019 ACC Annual Meeting](#)

[Thirty-Nine Kilpatrick Townsend Attorneys Named to 2018-2019 *International Who's Who of Business Lawyers*](#)

[Kilpatrick Townsend Adds Betsy Bengtson to Denver Office](#)

[John Jett Elected President of the Federal Bar Association's Atlanta Chapter](#)

[Christian Hawthorne Joins Kilpatrick Townsend in Seattle](#)

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