

Overview

Creators, publishers and owners often require legal representation to protect their material. When trademark and copyright litigation becomes a business reality, secure your work with Dentons.

Safeguard your music, video and other intellectual property. In close collaboration with you, our lawyers handle proceedings concerning trademark and copyright matters before courts around the globe.

Gain representation in trademark litigation, opposition and cancellation proceedings, as well as uniform domain name dispute resolution proceedings, mediations and arbitrations. Using both offensive and defensive litigation, Dentons stands by your side in matters involving slogans, domain names, trade libel, reputation management and false advertising.

Manage contract, license and ownership disputes, including those regarding design rights in consumer products. Leverage our lawyers to enforce your rights in matters regarding circumvention of encryption and copyright infringement, unfair competition, passing off false advertising, Anti Cybersquatting Consumer Protection Act and patent litigation. From temporary restraining orders and preliminary injunctions to litigation and negotiated settlements, we employ the most effective means to achieve your specific objectives.

Representative Experience

- **Amaru Entertainment, Inc.:** Representing the holder of the copyrights for the works of rapper Tupac Shakur in a copyright infringement case for allegedly infringing an ensemble from a song to which another recording artist claims ownership. The case settled on terms favorable to our client.
- **Amway GmbH:** Advising the world's leading direct sales company on all trademark applications, trademark disputes, and intellectual property related matters in Turkey.
- **Converse Inc.:** Advising on highly complex trademark litigation regarding the distribution of counterfeit Converse Chuck Taylor All Star shoes by a major retail chain resulting in a landmark decision by the German Federal Court of Justice; the ruling stated that the defendant must prove that the products sold are authentic and that the trademark owner must only substantiate that the products are counterfeit. Given that there is an exception if the defendant can prove that the trademark holder employs an exclusive distribution system, this ruling has shifted the future focus of trademark infringement cases to the "struggle for reversing the burden of proof".
- **Global entertainment company:** Advising in regards to intellectual property enforcement and litigation in Canada with respect to trade-mark and copyright infringement, counterfeit goods, domain name disputes and brand dilution.
- **Hearst Communications:** Successfully representing in a dispute with an infringer regarding illegal use of trade marks (COSMO, COSMOPOLITAN) in a domain name and Internet site.
- **Mynet Media:** Advising in connection with the management of intellectual property rights of all news, videos, photographs, online-games, software and other content broadcasted on the web portal www.mynet.com. Our team assists Mynet on all license agreements entered into with third party suppliers, as well as trademark disputes, unfair competition, content disputes and copyright disputes in Turkey.
- **One of the largest sportswear companies in the world:** Advising and representing on customs seizures cases and on-going advice related to trademark and fair competition infringements. This demonstrates our ability to act

on behalf of global leaders and Fortune 500 companies.

- **One of the largest US beverage manufacturing companies:** Representing in a dispute with a competitor regarding the illegal usage of its trade marks in the production and distribution of non-alcoholic drinks in Russia.
- **One of the worldwide cosmetics leader:** Advising on one of the major trademark infringement and selective distribution agreements cases in France against the auction website eBay, within the context of a multijurisdictional dispute. We worked as well with the client team on obtaining a favourable ruling from the European Court of Justice dated July 2011.
- **Several luxury brand owners:** Advising in obtaining the seizure, delivery up and destruction of counterfeit luxury goods together with interim and permanent injunctions to prevent the continued distribution of the branded goods.
- **Telecommunication and entertainment provider:** Securing a summary judgment for a leading telecommunications and entertainment provider in connection with a trademark and unfair competition litigation for one of its well-known brands.