

# LEASON ELLIS

INTELLECTUAL PROPERTY ATTORNEYS

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We're finally saying goodbye to winter and could not be more pleased. Non-hibernators among us, are you looking forward to a little sunshine and warmth as we move into spring? We sure are!

New developments in the field of intellectual property law coming in 2015 include: patent reform in the U.S., the Hague Agreement for registering industrial designs comes into force in the U.S., possible federal trade secret protection, and amendments to the trademark laws in several countries - from Canada to China.

Always feel free to turn to us at [Leason Ellis](#) to learn more. We're here for you.

## Visit Us Online



### Current Developments in IP Law:

“Corporate America: Get Your Ducks in Order! 10 Easy Steps to Increasing Shareholder Value with Soft IP” is available through the [intellectual property law newsletter](#) of the New York State Bar Association.

*In short:* Ten easy steps corporate counsel can take to build value in intellectual property. This article is penned by Peter Sloane.



### Leason Ellis Announcements:

**Thank you, thank you very much!** Leason Ellis is again ranked amongst the best trademark firms in prosecution and litigation in New York by [World Trademark Review](#). We have you to thank... so thank you!

**Taking Down Scammers:** Leason Ellis is featured for its work in taking down trademark

**Starting an Advertising Campaign?** Then reviewing this article will help you deal with laws and regulations to avoid legal pitfalls. See the full article on [Practical Law, a Thomson Reuters company](#) (subscription only, but worth every penny).



## **Leason Ellis in the Courtroom:**

**Interested in Article 6bis of the Paris Convention? So are we!** Leason Ellis attorneys help clear Belmora, a pioneer in the use of bi-lingual packaging in the analgesic field, of misrepresentation, infringement and false advertising claims. The ruling saved Belmora the cost of trial. See [article](#).

**Saving Client in \$22M Lawsuit:** Leason Ellis aids a NY-based textile business in its successful defense against a \$22 million damages claim. Claimant sought damages over an alleged material breach of a license agreement as well as associated claims for misappropriation, conversion, and unjust enrichment. Following a two-week trial in the White Plains federal courthouse of the United States District Court for the Southern District of New York, on January 16, 2015, the jury returned a complete verdict for our client after less than a day of deliberation.

**Defending the Media:** Leason Ellis attorneys represented defendant Gossip Cop Media, obtaining partial dismissal of various claims and the Court favorably considered Gossip Cop's fair use arguments for the remaining claims, which it determined may be subject to dismissal at a later stage of the case. See a copy of the [decision here](#).

scammers in articles in [Corporate Counsel](#) and [Westlaw Journal Intellectual Property](#).

Leason Ellis attorneys pen a [significant journal article](#) for the academic journal Technology Transfer and Entrepreneurship. See attorneys Elizabeth Barnhard and Amy Klann's take on Patent Law when it comes to the America Invents Act.



**New Addition:** Victoria Polidoro seizes a new opportunity at Leason Ellis. A former Assistant District Attorney, she has experience with criminal IP matters. Say hello to our latest team member...

[polidoro@leasonellis.com](mailto:polidoro@leasonellis.com).

## **Hear Ye, Hear Ye:**

### **Leason Ellis Attorneys Speak!**

- Susie Cheng speaks at the [Connecticut Sino-American Pharmaceutical Professionals Association](#) (Connecticut SAPA) at Yale University on March 22 on promoting collaboration in pharmaceutical science and technology between the US and China.
- Marty Schwimmer spoke at the [Intellectual Property Law Spring Seminar](#) of the State Bar of Michigan on March 16 on the law of shapes to come and IP protection for 3D objects.
- Elizabeth Barnhard was a panelist at the IP Law for Entrepreneurs event of the Westchester County Association this February.
- This past December, Peter Sloane appeared on [Good Morning Westchester](#), WVOX-AM, where he discussed the issue of trademark scams with John Marino, the morning host.



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**The Newtonian - Issue #12, Winter 2014**

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