



## Yuval H. Marcus

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PARTNER

Yuval H. Marcus is a partner and the Chair of the Litigation Practice Group at Leason Ellis. With more than 25 years litigating intellectual property disputes in federal courts throughout the country, he implements a practical, business driven, results-oriented approach for his clients in all types of IP disputes, including patent, trademark, trade dress, copyright and false advertising matters. Employing sophisticated litigation strategies, Yuval is particularly adept at crafting creative resolutions to complicated disputes by taking into consideration differing perspectives and utilizing leverage to benefit his clients' interests. Yuval also conducts IP due diligence on behalf of investors and companies relating to investments and M&A transactions, including in connection with life sciences and medical technology companies. With a litigator's perspective, Yuval helps clients evaluate the IP risks inherent in each investment or acquisition opportunity.

Yuval's interest in intellectual property law began in college when, as the photography editor of the *Yale Daily News*, *The New York Times* contacted him to pay for his photographs of a presidential candidate who gave a speech on campus. This exposure to copyright law piqued a passion for IP that continues to this day. Yuval frequently lectures and publishes articles on many intellectual property topics. He has demonstrated his leadership through his service on the boards of the Business Council of Westchester and the Westchester Business and Professional Division of UJA Federation of New York. Yuval obtained a B.A. from Yale University and a J.D. from the Benjamin N. Cardozo School of Law.



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### Education

- Benjamin N. Cardozo School of Law, J.D., Cardozo Law Review, 1994
- Yale University, B.A., History, 1989

### Bar Admissions

- New York
- Connecticut

### Court Admissions

- U.S. District Court for the Southern District of New York
- U.S. District Court for the Eastern District of New York
- U.S. District Court for the District of Connecticut
- U.S. Second Circuit Court of Appeals
- U.S. Ninth Circuit Court of Appeals

## Selected Articles

- "Understanding IP litigation risks in M&A transactions and investments" CorporateLiveWire Intellectual Property 2022 Expert Guide, February 2022
- "Best practices in IP due diligence for M&A transactions and investments" CorporateLiveWire Intellectual Property 2021 Expert Guide, January
- "Strategic Considerations Prior to Sending an IP Cease and Desist Letter: Minimizing the Risk of Defending Declaratory Judgement Actions," New York State Bar Association, Bright Ideas Publications, 2017
- "Is the Patent System Broken or Simply Misunderstood?," Westchester County Business Journal, 2012
- "The Risk of Buying Keywords That Are Competitors' Trademarks," Westchester County Business Journal, 2012
- "A Guide to Online Intellectual Property Law Resources for Attorneys and Clients," Westchester County Bar Association Newsletter, 2012
- "The Importance of Having an Intellectual Property Strategy," Westchester County Bar Association Newsletter, 2011
- "Responding to IP Cease and Desist Letters: Effective Strategies and Techniques," Westchester County Bar Association Newsletter, 2011
- "The Art of the IP Infringement Demand Letter," The Intellectual Property Strategist, 2010

## Selected Speaking Engagements

- Association of Corporate Counsel, Westchester/ Southern Connecticut Program, "Best Practices for Drafting and Negotiating License Agreements and Intellectual Property Clauses in Business Agreements," 2022
- Association of Corporate Counsel, Westchester/ Southern Connecticut Program, "Recent Changes to the Trademark and Copyright Laws: What You Need to Know," 2021
- Association of Corporate Counsel, Westchester/ Southern Connecticut Program, "Real Talk: How to Build & Protect Your Brand," 2019
- CLE, Lexvid Online, "Trade Dress: Protecting the Look and Feel of Products, Packaging, and Places of Business," 2019
- Association of Corporate Counsel, Westchester/ Southern Connecticut Program, "Don't Touch My Trademark: Best Practices for Protecting your IP," 2018
- Executive Resource Partners, May Panel, 2013
- Westchester County Bar Association, "Trademarks, Patents and Copyrights- What You Need to Know to Help Your Clients Compete," 2013

## Memberships

- The Business Council of Westchester, Board Member
- Westchester/Southern Connecticut Chapter of the Association of Corporate Counsel (WESFACCA), IP Committee, Member
- Westchester Business and Professional Division of UJA Federation of New York, Board Member
- International Trademark Association, Member
- Federal Bar Council, Member
- Kids X-Press, former Chairman of the Board

## Honors

- Super Lawyers, New York Metro, Intellectual Property Litigation, 2011- present
- WTR 1000, 2017- present
- IAM Patent 1000, 2020-present
- Best Lawyers, 2021- present