



Locke Lord Bissell & Liddell_{LLP}

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FOR IMMEDIATE RELEASE

LOCKE LORD BISSELL & LIDDELL BUILDS ON ADVERTISING TEAM SUCCESSSES; CREATES SEPARATE, FULL-SERVICE TRADEMARK, COPYRIGHT AND ADVERTISING GROUP

October 19, 2010 – Building on the strength of its Advertising practice, in synergy with its strong trademark and brand law practice, and buoyed by successes of timely and informational advertising and marketing seminars across the country in the past year, Locke Lord Bissell & Liddell has officially formed a Trademark, Copyright & Advertising Practice Group that includes attorneys from New York, Chicago, Dallas, Houston, Los Angeles, Austin and Atlanta. The Group has two sections – the Advertising and Marketing Section, and the Trademark, Copyright and Branding Section – each cutting-edge practices in which skilled attorneys help clients navigate through the growing number of trademark, counterfeiting, copyright infringement and false advertising issues they encounter in today’s competitive marketplace. The Trademark, Copyright and Advertising Practice Group becomes the fourth practice group within Locke Lord’s nationally and internationally recognized Intellectual Property Department – recently rated in the top tier IP practices by U.S. News & World Report.

“As Locke Lord has seen its clients’ needs continue to grow in this arena, we felt it important to restructure and consolidate our teams to be more focused with a full-service approach, that combines counseling and litigation in the same practice group,” said Dallas Partner Michael R. Schulman, Chair of the Group. “Pulling from our Intellectual Property, Litigation and Business practice groups, we have about 50 attorneys in this new group located in 7 of our offices across the country.”

The Advertising and Marketing Section, led by New York Partner Gregory T. Casamento, offers advertisers and marketers the full range of focused experience for today’s competitive and advanced-technology business environment. Experienced attorneys provide valuable assistance to clients seeking to comply with federal and state laws governing advertising and packaging, green advertising claims, and sweepstakes and contests, among others. They also represent companies in false advertising actions under the Lanham Act, in arbitration complaints before the National Advertising Review Board, and in false, deceptive and misleading advertising actions involving the Federal Trade Commission and State Attorney Generals.

Attorneys in the Trademark, Copyright and Branding Section, headed by Houston Partner Paul Van Slyke, assist clients in navigating the exploding and ever-changing areas of trademark and branding law. The practice focuses on rights procurement and litigation of trademarks, brands, copyrights, media, trade names, and trademark counterfeiting. Attorneys also focus on emerging practice areas such as cybersquatting, social media, Internet counterfeiting, Internet domain names, and Internet keyword advertising.

For more information about this new practice group, visit www.lockelord.com/trademark.

Locke Lord Bissell & Liddell LLP is a full-service, national law firm with offices in Atlanta, Austin, Chicago, Dallas, Houston, London, Los Angeles, New Orleans, New York, Sacramento, San Francisco and Washington, D.C. With a vast geographic scope, and a national reputation in complex litigation, regulatory and transactional work, Locke Lord is focused on achieving client success as a team. Among Locke Lord's many strong practice areas are advertising, trademark, copyright, appellate, aviation, corporate, class action litigation, employee benefits, energy, environmental, financial services, health care, insurance and reinsurance industries, intellectual property, labor and employment, public law, real estate, REIT, tax and technology.