



Max Vern

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PRACTICE AREAS

- Anti-Counterfeiting
- Copyright
- False Advertising
- International Protection
- Trade Dress
- Trade Secret
- Trademark
- Unfair Competition

INDUSTRIES

- Computer Hardware and Software
- Financial Services
- Internet and e-Commerce
- Retailing & Apparel

Max Vern practices International Intellectual Property law with emphasis on securing and enforcing trademark rights. He has significant experience in developing brand strategy and maximizing global trademark portfolio protection. Mr. Vern's practice involves all facets and stages of domestic and international trademark portfolio management - trademark searches and opinions, filing, prosecution, due diligence, licensing, acquisitions, and enforcement of trademark rights, including oppositions and cancellation actions. The practice encompasses a wide range of industries - electronics, internet, entertainment, retail, banking, medical products, pharmaceuticals, food products and services, construction and real estate.

Mr. Vern is an active member of the International Trademark Association Famous & Well-Known Marks Subcommittee. He is fluent in Russian and Hebrew, and has knowledge of French.

BAR ADMISSIONS

- New York, 1999
- Israel, 1997

EDUCATION

- Tel-Aviv University, Tel-Aviv, Israel, 1996, LL.B

PROFESSIONAL ASSOCIATIONS & MEMBERSHIPS

- AIPLA
- American Bar Association
- International Trademark Association (U.S. Legislation and Regulation Subcommittee)
- Federation Internationale des Conseils en Propriete Industrielle (FICPI)
- New York State Association

ADDITIONAL LANGUAGES

- Russian
- Hebrew
- French

PUBLISHED WORKS

- **ARE Trademark Law Alert:**
In a Precedential Decision, TTAB Accepts Appeal on the Section 2(d) Refusal of Trademark Application
December 20, 2010
- **Time to join forces? Co-branding Considerations for Trademark Owners**
- World Trademark Review, December/January 2011
- **ARE Trademark Law Alert:**
Facebook To Offer Personalized URLs
June 9, 2009
- **3D Marks and Industrial Designs - International Protection**
- Trademark World, December 2008/January 2009
- **Second Life - A New Dimension For Trademark Infringement**
- Journal of the Patent and Trademark Office Society, March 1, 2008
- **A Trademark Visa - Aspects of International Trademark Use And Protection**
- Journal of the Patent and Trademark Office Society, April 10, 2006
- **European Community Trademark: Two Tracks - One Destination**
- "European Community Trademark: Two Tracks-One Destination," Trademark World, April 11, 2004
- **Will the Road to the U.S. Go Through Madrid?**
- Intellectual Property Today™, April, 2004

SPEAKING ENGAGEMENTS

- **April 22, 2010**
"U.S. Trademark Protection Strategy During Economic Downturn," 8th Annual Teaching Seminar on Strategies of Protection and Managing Corporate Intellectual Property
Location: Moscow, Russia
- **November 26, 2008 – November 27, 2008**
6th IP Annual Conference "Intellectual Property: from reliable protection to efficient management": Trademarks and Brands - Strategy and Optimization of Protection in the United States
Location: Yekaterinburg, Russia
- **June 11, 2008**
Searching Trademarks in Foreign Countries and Developing an International Trademark Protection Strategy, Halfmoon Seminar on International Trademark Practice for Paralegals
Location: New York, NY