

Intellectual Property Law

Max Vern Partner



Direct 212 336 8058
Main 212 336 8000
Fax 212 336 8001

mvern@arelaw.com

90 Park Avenue, 21st Floor
New York, NY 10016

Max Vern works with brand owners to secure and enforce their intellectual property around the world. His focus is trademark rights and protection of global trademark portfolios - all facets and stages of domestic and international trademark portfolio management. This encompasses trademark searches and opinions, filing, prosecution, due diligence, licensing, acquisitions and enforcement of trademark rights, including oppositions and cancellation actions. He works in close collaboration with an established network of foreign counsel throughout the world. The international practice encompasses a wide range of industries - electronics, Internet, entertainment, retail, fashion, banking, medical products, industrial products, pharmaceuticals, food products and services, construction and real estate.

Mr. Vern's background, extensive international experience and multilingual capabilities facilitate communications and thorough understanding of the requirements of IP owners. The firm's clients include U.S. and foreign companies and individuals doing business in the United States and abroad seeking protection of their U.S. and global interests. For example, he works with a major U.S. retail chain that manufactures and sells worldwide, a leading European commercial and investment bank, Far-Eastern pharmaceutical companies seeking brand protection in the United States, a major entertainment consortium pursuing global rights protection, numerous European "haute couture" clients, a leading foreign broadcasting corporation operating in the United States, multiple major Russian corporations, and Chinese and Japanese industrial giants with vested U.S. interests and a South American alcoholic beverages manufacturer, among others.

Mr. Vern also helps start-ups and established companies negotiate license agreements, franchise rights, co-branding arrangements and third-party licenses.

He is the winner of 2016 Corporate LiveWire Global Awards in the category "Protecting Global Trademark Portfolios" and is listed in WHO'S WHO LEGAL Trademarks, WTR1000 and Euromoney Investor Expert Guides as a Leading Trademark Practitioner".

An active member of the International Trademark Association, MARQUES and PTMG. Mr. Vern speaks Russian, Hebrew and French.

EDUCATION

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

BAR ADMISSIONS

- New York, 1999
- Israel, 1997

ADDITIONAL LANGUAGES

- Russian
- Hebrew
- French

PROFESSIONAL ASSOCIATIONS & MEMBERSHIPS

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

IN THE PRESS

- In The Press:
WTR turns to Max Vern for input on Cracker Barrel trademark conflict
- Jack Ellis, World Trademark Review, February 12, 2013

PUBLISHED WORKS

- The Trademark Lawyer, October 2017: "Requirement of Use in the USA".
- ARE Trademark Law Alert: Normalization of US Relations With Cuba Opens New Possibilities and Dangers to US Brand Owners
- ARE Trademark Law Alert: Canada Introduces Sweeping Changes in its Trademark Law
- Time to join forces? Co-branding Considerations for Trademark Owners
- World Trademark Review, December/January 2011
- ARE Trademark Law Alert: In a Precedental Decision, TTAB Accepts Appeal on the Section 2(d) Refusal of Trademark Application
December 20, 2010
- 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