

**Max Vern**      **Senior Counsel**

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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, several European "haute couture" clients, a leading foreign broadcasting corporation operating in the United States, 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.

An active member of the International Trademark Association Famous & Well-Known Marks Subcommittee and MARQUES Madrid Protocol Committee, Mr. Vern speaks Russian, Hebrew and French.

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**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**

- **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*
- **Will the Road to the U.S. Go Through Madrid?**  
*- Intellectual Property Today™, April, 2004*