

TRADEMARK, FALSE ADVERTISING, AND UNFAIR COMPETITION

The qualities that distinguish the typical Williams & Connolly LLP approach to litigation are also hallmarks of the firm's representation of clients in trademark, false advertising, and unfair competition cases. An aggressive discovery and motions practice, careful selection and use of experts, and a constant focus on preparing the case for trial - these components of Williams & Connolly's approach to litigation transfer smoothly to legal conflicts involving trademarks, trade dresses, and unfair competition as defined by the Lanham Act.

The firm provides representation in a wide variety of matters in numerous industries, including motion pictures, apparel, toys, standardized test preparation, luxury goods, shopping centers, hotels, financial services, non-profit advocacy groups, and e-commerce.

In addition to prosecuting and defending contested claims, Williams & Connolly attorneys provide counseling on trademark and trade dress issues, including advice on clearance of proposed trademarks. They also prepare and prosecute trademark registration applications, and represent clients before the Trademark Trial and Appeal Board of the U.S. Patent and Trademark Office.

Williams & Connolly also has extensive experience litigating on behalf of and advising clients about unfair and deceptive advertising. The firm's lawyers have litigated numerous false advertising claims involving software products, books, the results achieved from and other features of standardized test preparation courses, as well as claims made by rental car companies and dietary supplement manufacturers.

REPRESENTATIVE TRADEMARK, FALSE ADVERTISING, AND UNFAIR COMPETITION

- ***E-Cards v. King*** - Obtained a \$4 million plaintiff's verdict involving similar domain names used by two e-commerce businesses.
- ***Mills Corp. v. Miller*** - Tried a plaintiff's trademark case for a nationwide developer of super-regional shopping centers, with the matter settling on favorable terms at the conclusion of the plaintiff's evidence.
- ***Clear Channel Communications v. Infinity Radio*** - CBS Radio in a case against one of its principal competitors.

"WILLIAMS AND CONNOLLY
LIKES TO SAVE ITSELF FOR
CLIENTS IN MORTAL DANGER."

The American Lawyer

"THE POWERHOUSE WASHINGTON
LAW FIRM WITH A DEEP BENCH."

Wall Street Journal

"WILLIAMS & CONNOLLY, THE
WASHINGTON POWER LAW FIRM."

Washington Post

"A REPUTATION FOR FIERCE
REPRESENTATION OF ITS HIGH-
PROFILE CLIENTS."

National Law Journal

"ONE OF THE CITY'S MOST
PRESTIGIOUS AND FEARED LAW
FIRMS."

The New Republic

"TIGHTLY KNIT, HIGHLY TRAINED,
AND NOTORIOUSLY RELENTLESS."

Legal Times

"WASHINGTON D.C.'S WILLIAMS &
CONNOLLY IS ONE OF THE MOST
PRESTIGIOUS FIRMS IN THE
COUNTRY - AND ONE OF THE MOST
TIGHT-LIPPED."

Vault.com

- ***Stanley Kaplan Educational Centers v. Princeton Review*** - One of the first trademark claims involving domain names.
- ***Brown, Roberts & Ball v. Televentures*** - A claim involving the name of an entertainment industry joint venture.
- ***Brown v. Twentieth Century Fox Film Corp.*** - Defense of a lawsuit by a well-known entertainer who claimed Lanham Act violations in his depiction in a motion picture.
- ***Battier v. Sportsphenoms.com*** - Prosecution of claims to protect the common law trademark rights and Lanham Act rights of our professional-athlete client.
- ***A dispute between two major lodging franchises*** over the name of a hotel chain.
- ***Maljack Productions v. MPAA*** - A claim concerning the certification marks used to rate motion pictures.
- ***E-Loan, Inc. v. Educap, Inc.*** - A claim involving the mark of a leading Internet-based lender.
- A claim involving false advertising resulting in what is believed to be the only agreement regulating advertising between two major competitors in an industry.
- Representation of clients in unfair-competition claims brought in numerous states.