

David M. Perry | Partner
Intellectual Property & Technology

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CO-CHAIR, INTELLECTUAL PROPERTY & TECHNOLOGY PRACTICE GROUP

David Perry concentrates his practice on the creation, protection, defense, and licensing of intellectual property. He represents multinational companies with large, complex IP portfolios and needs, as well as successful mid-market companies, entrepreneurs, and small businesses in a variety of industries, such as: life sciences; energy; beer, wine, and spirits; software; gaming and sports; music and entertainment; graphic design and advertising; insurance; and retail. David advises and assists clients with:

- Comprehensive U.S. and international brand creation, clearance, enforcement, and counseling
- Prosecution and maintenance of trademark filings before the U.S. Patent and Trademark Office and coordination abroad
- Intellectual property litigation in state and federal jurisdictions and before the Trademark Trial and Appeal Board of the U.S. Patent and Trademark Office
- Copyright counseling and filing before U.S. Copyright Office
- Litigation and strategic advice under the Digital Millennium Copyright Act ("DMCA") and related anti-circumvention and infringement provisions of the U.S. Copyright Act
- Counseling and practice in Internet law, domain name disputes ("UDRP"), and related litigation
- Preparation and negotiation of publishing, music, media, and entertainment agreements
- Preparation of domestic and international license agreements of trademarks, copyrights, software, and know-how
- Preparation and negotiation of technology transfer, acquisition, assignment,

- and confidentiality agreements
- Corporate and financial services diligence and intellectual property structuring

Outside The Firm

In addition to his family life as a husband and a father of two daughters, David's lifelong passion for music bridges his copyright/IP practice with his band, Athensville, for which he writes and records music on lead guitar. He also combines his penchant for craft beer and branding with his various brewery representations.

Select Engagements

- Representation of a celebrity lifestyle brand in all aspects of global brand/trademark and copyright/design clearance, protection, registration, and enforcement, spanning clothing, shoes, accessories, home, baby, pet products, and more.
- Handling all aspects of acquisition, clearance, protection, registration, and enforcement for an expansive brand portfolio licensing and management company that engages in the acquisition, design, licensing, and marketing of consumer brands, most notably those selling apparel, footwear, jewelry, and accessories. Brands include venerable apparel brands with decades of history, as well as cutting-edge celebrity-endorsed brands featured widely throughout brick-and-mortar, direct-to-consumer (home shopping), and online channels.
- Representation of an expanding luxury women's fashion brand, which offers ready-to-wear clothes and accessories, with celebrity collaborations and targeted design for preeminent entertainers and influencers. Blank Rome manages the trademark portfolio, handles all key commercial agreements and collaborations, and ensures not only the brand is properly protected, but also the innovative product configurations that are themselves the signature assets that define the company's fast-growing reputation.
- Global life sciences manufacturer, in comprehensive brand protection.
- International wine and spirits manufacturers, in trademark and copyright protection, litigation, licensing, and comprehensive business issues.
- Craft breweries, in brand creation and business counseling.
- Premier software consultants and developers, in copyright, trademark, and licensing protection.
- International financial services provider, in global brand protection counseling and enforcement.
- Roundtable participation and comment before the U.S. Copyright Office on proposed changes to the DMCA and related copyright provisions.
- Top-tier automobile industry supply chain and aftermarket leaders, in cutting-edge technology agreements, counseling, and business litigation.
- Advice in connection with digital currency Apps, including assistance with regulatory compliance, user agreements, and privacy policies.

Admissions

- Pennsylvania
- New Jersey
- U.S. District Court - Eastern District of Pennsylvania
- U.S. District Court - New Jersey
- United States Court of Appeals for the Federal Circuit

Memberships

- International Trademark Association
- Brewer's Association

Education

- Pennsylvania State University, BA
- Temple University Beasley School of Law, JD

Recognitions

- 2021–2023, recognized in *World Trademark Review Global Leaders: Private Practice*
- 2010–2024, recognized in *World Trademark Review 1000*

Professional Activities

David serves as Co-Chair of the Licensing Subcommittee of the Commercialization of Brands Committee of the International Trademark Association ("INTA"), as well as a member of the INTA Programming Advisory Council. He is the former Chair of the Leadership Development Committee of INTA, and past Co-Chair of INTA's LEAD (Leadership Enhancement and Development) Subcommittee, and was a member of INTA's Dilution & Well-Known Marks Committee and INTA's Internet Committee. He is also a participating member of the Brewers Association.