



## Trademark and Copyright Litigation

WilmerHale’s extensive trial experience in trademark and copyright litigation across US and international venues offers our clients the best of both worlds: the courtroom acumen of a trusted advisor with a trial history that exceeds our competition, combined with a creative approach to litigation of any scope and complexity. The world’s most recognized brand names across industries rely on us to protect their copyright, trademark, trade dress and domain rights—often their most valuable assets.

### PRACTICE AT A GLANCE

- We protect well-known and mission-critical trademarks, designs, and trade dress against infringers and fend off ill-considered attempts to interfere with our clients’ marketing and advertising strategies. We defend local and global brands from trademark infringement and dilution and have successfully defended numerous companies in litigation against parties seeking to overreach with allegations of trademark and trade dress infringement, domain name misuse or cybersquatting.
- Our clients seek our counsel in matters centered on the dissemination and transmission of copyrighted works and content, as well as for guidance on critical issues surrounding copyright enforcement and protection for movies, television, music and other forms of art.
- We have diverse industry experience, which allows us to advise on cutting-edge and novel copyright and trademark protection matters for companies—giving us an edge in devising litigation strategy that meets legal needs and forwards business goals.
- Our deep familiarity with US and international venues and creative approach to litigation enables us to successfully handle matters of any scope and complexity.

**60+**

trademark litigation matters over the past ten years

**25+**

copyright litigation matters over the past ten years

**“WilmerHale handles trademark matters with a deft touch. The teams are deeply knowledgeable and experienced, and strive to transform their clients’ challenges into victories, ensuring that their brands remain perfectly safeguarded.”**

— *World Trademark Review*

## EXPERIENCE

- Earned a complete victory for songwriter and recording artist **Elizabeth Chan** when the Trademark Trial and Appeal Board permanently rejected an attempt by Mariah Carey’s company to register “Queen of Christmas” as a trademark.
- Represented **Mejuri** in trademark litigation in which David Yurman alleged infringement of trade dress rights in certain bracelets, rings, and earrings designs.
- Achieved a significant victory for our client, claimant **DesignwarePro**, when a JAMS arbitration panel issued an order finding copyright infringement, breach of contract, and misappropriation of trade secrets, granting all requested relief, and awarding attorneys fees for our client.
- Obtained a favorable settlement for **Heritage Guitars, Inc.**, putting to rest trademark infringement claims and threats long levied by industry rival Gibson Brands, Inc. ahead of a scheduled trial.
- Won a complete defense verdict for **Bombardier Recreational Products** (BRP), defeating a \$130 million trademark infringement claim brought by Jaguar Land Rover Limited. Following an eight-day trial, a jury rendered a verdict in BRP’s favor, finding that BRP’s Can-Am Defender off-road vehicle did not infringe Land Rover’s trademark for DEFENDER.
- Obtained a significant copyright victory for artist **Matt Furie** when Alex Jones’s Infowars media outlet agreed to disgorge all its profit from the unauthorized sale of a poster that featured Furie’s iconic “Pepe the Frog” character.
- Achieved a major victory for **Swatch Group** in United Kingdom litigation arising out of Samsung’s offering on its Samsung Galaxy app store of downloadable watch faces for use with Samsung’s smartwatches.
- Successfully represented client **Jonathan Rand**, one of the most successful contemporary playwrights, in an arbitration against Playscripts, Inc. and Broadway Licensing, LLC regarding a contract and copyright dispute over the underpayment of royalties related to online streaming of performances of Mr. Rand’s plays.
- Our team was named Litigation Daily’s “Litigators of the Week” in recognition of this trademark victory for **T-Mobile** in its high-stakes dispute with Simply Wireless in which T-Mobile was awarded summary judgment against Simply Wireless’s claims that T-Mobile’s use of the “Simply Prepaid” name infringed on its common law ownership of the phrase.



- **Benchmark Litigation** named us the 2025 IP Litigation Department of the Year.
- **The National Law Journal** named WilmerHale the 2024 Intellectual Property Litigation Department of the Year.
- **The American Lawyer** named WilmerHale the 2023 “IP Litigation Department of the Year.” The firm has been named a winner or a finalist for this biennial award nine times since 2004.
- **Chambers USA** named WilmerHale the 2024 Intellectual Property Firm of the Year and has ranked WilmerHale Band 1 for nationwide IP since 2011, with every US office ranked.
- **U.S. News - Best Lawyers** listed WilmerHale in its “Best Law Firms” rankings and honored the firm with first-tier national rankings in Copyright and Trademark Law.
- **Law360** named WilmerHale an Intellectual Property Practice Group of the Year in both 2026 and 2024 and named our victory in the *Omega SA v. 375 Canal, LLC* appeal as one of the top trademark rulings of 2021.
- **The Legal 500 United States** has ranked the firm in the “Top Tier” for intellectual property since 2011.

For more information, please contact:

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