



Andrew S. Ehard

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Currently the Chair of Merchant & Gould's Trademark Practice Group, Andrew practices general intellectual property law with an emphasis on trademark and copyright matters. Andrew represents and counsels significant brand holders in the management of their global trademark portfolios and the selection, clearance and registration of new brands. Andrew also represents clients involved in domestic and foreign trademark oppositions and cancellation proceedings. Prior to joining Merchant & Gould, Andrew served as a member of the senior management team and Director of Intellectual Property Services with the trademark research and brand protection company, NameProtect Inc. and also previously practiced as a Trademark Examining Attorney with the United States Patent and Trademark Office. Andrew has been named one of the top 50 trademark attorneys in the nation in 2009. This is the third time he has been listed as a Top Trademark Attorney by CSC's *Trademark Insider*. Andrew was previously included among the top filers in 2007 and 2008.

Education

University of Wisconsin Madison
B.A. Psychology, 1993

District of Columbia School of Law
J.D., 1997

Bar Admissions

Virginia, 1997
Fourth Circuit Court of Appeals, 1997
Minnesota, 2005

Recognitions

Top Trademark Attorney by CSC's *Trademark Insider*, 2007 - 2009

Atlanta

Denver

Knoxville

Madison

Minneapolis

New York

Omaha

Seattle

Washington DC

Andrew S. Ehard (Continued)

Professional Affiliations

International Trademark Association (INTA), 2000-present
INTA Trademark Office Practices Committee - Examination Guidelines Subcommittee, 2006
INTA Trademark Office Practices Committee - Classification Subcommittee, 2004-2005
Wisconsin Intellectual Property Law Association, 2000-2004
Virginia State Bar, 1997-present
Intellectual Property Law Section - Virginia Bar, 1999-2000

Recent Decisions

The Valspar Company v. Gao Ping, Claim Number: FA0809001226468 (November 18, 2008).

Mason Companies, Inc. v. Leroy Chan, Claim No. FA0807001216166 (NAF, September 4, 2008).

International Theatres Corporation v. Whois ID Theft Protection c/o Domain Admin, Claim No. FA0704000967654 (NAF, June 18, 2007).

Ravensburger Aktiengesellschaft v. delux befektetes c/o Lajos Kiss, Claim No. FA0703000933228 (NAF, April 24, 2007).

AMSOIL INC. v. Turvill Consultants, Claim No. FA0512000616726 (NAF, February 7, 2006), successfully arguing for the transfer of the domain name amsoiloil.com to AMSOIL INC.

Atlanta

Chester L. Krause v. Krause Publications, Inc., Cancellation No. 92041171 (T.T.A.B., Nov. 18, 2005), In one of the few citable decisions of 2005, the TTAB granted the petition for cancellation under Section 2 (c) of the Trademark Act.

Denver

Publications

Protecting Voss Water

Minnesota Law & Politics (August/September 2008)

Knoxville

Best Practices For Protection and Clearance of Works

IP Law360 (April 11, 2007)

Madison

Trademarks: Best Practice for Selecting and Protecting Brands

@Law Magazine (Spring 2007)

Best Ways to Select and Protect Your Brands

Upsize Magazine (February 2007)

Minneapolis

Industry Standards

Private Label Magazine, co-authored, (January/February 2007)

New York

Best Ways To Select and Protect Your Brands

Upsize Magazine (February 2007)

IP and the Internet - A Growing Need to Police Online Content

CircleId.com (June 26, 2003)

Omaha

The Trademark Insider

Co-editor (2002-2004)

Seattle

NameProtect Trademark and Domain Name News

Chief Editor (2001-2004)

New International Classes to Arrive in 2002

NameProtect Trademark and Domain Name News (November 2001)

Washington DC

Andrew S. Ehard (Continued)

Trademark Considerations in Selecting Your Brands
The Best Ideas in Business - Edition 113 (October 2001)

Helpful Hints for Registering Trademarks Composed of Domain Names
NameProtect Trademark and Domain Name News (June 2001)

International Trademark Registration Developments: The United States Moves to Adopt the Madrid Protocol
NameProtect Trademark and Domain Name News (May 2001)

Bush's Proposed 2002 Budget Slashes USPTO Funding
NameProtect Trademark and Domain Name News (April 2001)

Speaking Engagements

"*Tips and Best Practices for USPTO TESS Searching*" Roundtable, January 20, 2009.

"Fraud In the Prosecution of Trademark Cases Before the United States Patent and Trademark Office" -
Wisconsin Intellectual Property Law Association, November 20th, 2008.

Product Configuration Registration and Enforcement Schemes - A Global Perspective, IPO Annual Meeting,
San Diego, California, September 2008.

Atlanta

Trademark Basics, presented with Chris Schulte as webcast for 2007 Midwest Intellectual Property
Institute, September 26, 2007.

Denver

Effective Trademark Search Strategies for Canada & the United States, presented at the Intellectual
Property Institute of Canada (IPIC), Spring Meeting, 2007 (Gatineau, Quebec, Canada).

Clearance and Protection of Your Literary Works, presented at Hatchfest 2006 Film Festival in Bozeman,
Montana, October 5, 2006.

Knoxville

Working with Trademark Examining Attorneys: Two Insiders Tell All. Midwest Intellectual Property Institute,
Faculty, September 2006.

Madison

Are We Speaking the Same Language? A Comparison of Canadian, U.S. and Community Trademark Law.
INTA Annual Meeting, Toronto, Canada, 2006.

Intellectual Property and the Arts, presented at Hatchfest 2005 Film Festival in Bozeman, Montana,
October 7-8, 2005.

Minneapolis

Moderated INTA Table Topic titled "Practicle Tips For Electronic Filing With The USPTO", May 18, 2005.

Moderated INTA Roundtable on the topic of "Counterfeiting and Grey Market Goods", January 18, 2005.

New York

Trademark Clearance and the Madrid Protocol, September 9, 2003
(Intellectual Property Law Association of Chicago).

Trademark Clearance - Current and Future Best Practices, September 2002
(California Bar Association CLE)

Omaha

Trademark Prosecution - The Examiner's Perspective, February 2002
(Wisconsin CLE)

Seattle

Quoted

IP Law and Business, January 1, 2009, quoted in "Cruel and Unusual Punishment? Audio equipment com-
pany Bose's appeal to the Federal Circuit is the first in line protesting a TTAB decision following Medinol"
regarding trademarks that have been canceled for reason of fraud.

Washington DC

Andrew S. Ehard (Continued)

Star Tribune, March 18, 2007, quoted in “Wyoming is fixin’ to fight over its pony” regarding copyright and trademark issues with sports teams.

Minneapolis/St. Paul Business Journal, September 8, 2006, quoted in “Merchant & Gould trademark lawyers excel at marketing” featuring the Merchant & Gould Trademark Group and their marketing techniques.

Upsize Magazine, April 2006, quoted in “Good Fences: Even Companies Without ‘Special Sauce’ Can Protect Their Brand” regarding methods for stopping online trademark infringements.

National Oil & Lube News, March 2006, quoted in "Chevron Moves to Protect Xpress Lube Name" regarding the importance of registering a trademark.

Inc. Magazine, November 2005, quoted in Tough Questions, Smart Answers Ask Inc. on the topic of rights of competitor trademarks.

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