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IP LEGAL NEWS AND UPDATES

CBP Adds a New Tool to its Anti-Counterfeit Arsenal: New Rule Brings IP Rights Holders into Pre-seizure Investigative Process

Lindsay B. Meyer, John F. Cooney, Kelly Suzanne Herman, Carrie A. Kroll, Janet F. Satterthwaite, and Ariel S. Wolf

On April 24, 2012, U.S. Customs and Border Protection ("CBP") issued a new Interim Rule that, effective immediately, enhances the effectiveness of its anti-counterfeit operations. 77 Fed. Reg. 24,375. The rule amends 19 C.F.R. Part 133 and authorizes CBP field agents, subject to certain limitations, to share information with Intellectual Property rights holders in order to assist CBP in determining whether merchandise bears a "counterfeit mark." The revisions also include a clarification to CBP's definition of "counterfeit trademark" for consistency in enforcement.

Please click [here](#) for an additional article on this topic written for *MARQUES Ltd.*

The Trend In Top Brands — Use More Inventive Naming
Justin Pierce and Andrew Price

Many of the top companies in the world use distinctive and inventive naming for their brand names. Our recent [review](#) of 2012 Brand Finance Global 500 rankings reveals a trend -- the top 10 global brands are getting more inventive.

Examining the Risks Associated with Corporate Social Media Use
Marcella Ballard and Deborah A. Feinblum

Marcella Ballard and Deborah A. Feinblum published "Examining the Risks Associated with Corporate Social Media Use" in *Inside Counsel* on May 8, 2012.

Click [here](#) to view this article at *Inside Counsel*.

Court Denies Class Action in Continuity Product Case
Gregory J. Sater

Greg Sater contributed "Court Denies Class Action in Continuity Product Case" in Direct Avenue's *Direct Connect* quarterly newsletter on May 11, 2012.

Click [here](#) to view this article at *Direct Connect*.

Made in U.S.A: Time for a Change?
Randal M. Shaheen, Amy Ralph Mudge, and Annie H. Lee

Randal M. Shaheen, Amy Ralph Mudge, and Annie H. Lee published "Made in U.S.A: Time for a Change?" in the April 2012 issue of *The Antitrust Source*.

Click [here](#) to view this article at *The Antitrust Source*.

Top 12 Tips for Saving Money in Litigation
Damon W.D. Wright

Damon W.D. Wright wrote "Top 12 Tips for Saving Money in Litigation" in *The National Law Journal* on March 14, 2012.

Click [here](#) to view this article on the *NLJ* website.

ANNOUNCEMENTS AND REMINDERS

Venable ranked on *The AmLaw 100* 2012 list

Venable continues to be ranked on *The AmLaw 100* list, with a ranking of #79. The updated list was released in the May 1, 2012 issue of *The American Lawyer*. Rankings are based on the 2011 gross revenues of U.S.-based law firms.

Justin Pierce quoted in *Star News Online* on counterfeiting of everyday goods

Venable partner [Justin E. Pierce](#) was quoted by the *Star News Online* in an April 26, 2012 article on the counterfeiting of everyday goods. Due to the struggling economy, counterfeiters are turning their attention away from luxury items and to more everyday products with prices similar to the name brand in an effort to attract customers.

Joshua Kaufman quoted in the *ABA Journal* magazine in article on the exploding topic of termination of music rights

Venable partner [Joshua J. Kaufman](#) was quoted in the *ABA Journal* magazine on May 1, 2012 in an article on the exploding topic of termination of music rights.

EVENTS AND SPEAKING ENGAGEMENTS

Ten Best Practices for Protecting Your Nonprofit's Intellectual Property

June 13, 2012

Join Venable partners [Jeffrey S. Tenenbaum](#), [Armand J. \(A.J.\) Zottola](#), and [Andrew D. Price](#) as they discuss practical, real-life guidance and tips that you need to know to protect your nonprofit in the United States and overseas, and optimize and capitalize on your intellectual property portfolio.

To RSVP, please click [here](#).

Getting Your Fair Share: How to Prevent Royalty Underpayments

June 13, 2012

Venable partner [Joshua J. Kaufman](#) will moderate "Getting Your Fair Share: How to Prevent Royalty Underpayments" at the Licensing International Expo. Panelists will discuss how you can prevent underpayments and recoup what is owed to you.

Click [here](#) for more information.

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