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Honors and Awards**IP LEGAL NEWS AND UPDATES**

Beastie Boys Win \$1.7 Million Verdict, Underscoring the Importance of Clearing IP Rights

Author: Linda J. Zirkelbach

Launching an advertisement, production, or publication without obtaining the necessary third-party intellectual property rights can have costly consequences. A jury recently awarded the Beastie Boys and related plaintiffs \$1.7 million in a lawsuit against Monster Energy for using Beastie Boys music and references to the Beastie Boys without proper permission.

[Click here to learn the importance of getting the right permissions.](#)

Nonprofits: Break Some Trademark Rules!

Authors: Justin E. Pierce and Andrew D. Price

Nonprofits should take note of the increasing practice of for-profit brand owners "verbing up" their own marks and in some cases deliberately disrupting their own logos. Strong brands can be flexible, fluid, and living – for for-profits and nonprofits alike.

[Click here to learn how nonprofits can benefit from creative branding.](#)

Venable's Inaugural Issue of *Digital Media Link*

Last week, Venable released the inaugural issue of *Digital Media Link*, a new publication focused on major issues and case developments in digital media. With articles from attorneys practicing at the intersection of technology, advertising, media, and entertainment and news about the Venable **Digital Media Team**, we hope *Digital Media Link* will be a valuable resource for anyone working in this dynamic space.

[Click here to read the inaugural issue.](#)

ANNOUNCEMENTS AND REMINDERS

Venable Welcomes Registered Patent Attorney to Intellectual Property Litigation Practice

Venable is pleased to announce the addition of **William A. Hector** to Venable. Bill is an associate in the Intellectual Property Litigation practice group in San Francisco, focusing his practice on complex patent litigation, patent prosecution, intellectual property licensing, and trademark prosecution. He brings IP experience in a range of technologies including mobile device software, data storage systems, social networking, video games, and vehicle restraint systems, just to name a few. Bill is a 2009 graduate of Fordham University School of Law where he was Associate Editor of Fordham Intellectual Property, Media

& Entertainment Law Review, and earned a B.S. in Mechanical Engineering from University of California, Berkeley.

WTR 1000 Names Venable's Trademark Group among DC's Elite

Venable's Trademark practice has been recognized among DC's elite by the prestigious *World Trademark Review* 1000 for 2015. Additionally, five of the group's attorneys were singled out by the publication.

The group was ranked in the Silver Tier for Prosecution and Strategy and in the Bronze Tier for Enforcement and Litigation. WTR recognized **Justin Pierce** in the Silver Tier for Enforcement and Litigation and the Bronze Tier for Prosecution and Strategy. Also recognized for Prosecution and Strategy were **Mark Harrison** and **Andrew Price** in the Silver Tier and **Janet Satterthwaite** and **Rebecca Liebowitz** in the Bronze Tier. This is fourth consecutive year Harrison and Price have been recognized by *WTR*, the third consecutive year for Pierce and Satterthwaite, and the debut year for Liebowitz.

[Click here to read the full press release.](#)

Tamatane J. Aga Presents to the Lawyers Association of Kansas City

Patent Prosecution and Counseling associate **Tama J. Aga** will present to the Lawyers Association of Kansas City on Thursday, February 12, 2015. His CLE discussion is titled "Are your claims definite in view of *Nautilus*?" Learn more about this program at www.lakc.net.

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