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In this issue:

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PTO "Project Exchange": A Chance to Advance Your Most Important Patent Applications out of Turn

The U.S. Patent and Trademark Office recently announced the expansion of the "Project Exchange" program. This program allows any applicant with more than one pending patent application to receive expedited review of one application in exchange for withdrawing a second, providing the applicant with the ability to expedite the examination of important applications.

Credit Card Processors Fail to Win Dismissal of Trademark Infringement Suit Based on Doing Business With Counterfeiters

A New York federal court will allow a trademark infringement case brought by a famous luxury goods manufacturer to proceed against three credit card processors who did business with a counterfeiter. The judge found sufficient facts were pled that the credit card processors contributed to the infringements of Gucci's trademarks because they knew or should have known the counterfeiter was selling fake goods.

Venable's Advertising & Marketing Practice Wins *Chambers USA* Award for Excellence

The award recognizes firm's leading edge work across the full spectrum of advertising and marketing law, including direct response, interactive, mobile platforms and social media, as well as privacy/data protection; heavy regulatory component to modern advertising practice – Where Madison Ave. meets Pennsylvania Ave.

Venable has formed a strategic alliance in Europe with Field Fisher Waterhouse, LLP and presents the following article of interest from our FFW colleagues.

L'Oreal's Success in Extending Protection for European Community Trademarks is Reluctantly Acknowledged by English Court

The Court of Appeal in the EU struck a blow to comparative advertising by deciding that a party's use of another's trademarks in comparison lists was bound to interfere with the "communication, investment and advertising" function of trademarks, in violation of Article 5(1)(a) of the EU Trade Marks Directive. This creates a problem for comparative advertisers because all comparative advertising impinges to some extent on the value of the trademarks to which comparison is being made.

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