

Paul J. Kennedy

Senior Attorney

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Paul assists clients with intellectual property litigation and trademark issues, including providing oversight, management, and maintenance of IP property prosecution requirements and related transactional issues for thousands of trademarks.

OVERVIEW

Paul has extensive experience in trademark, counterfeit, trade name, trade secrets, false advertisement, unfair competition, copyright, license, assignments, advertising, and right of publicity matters. He oversees the management and strategic aspects of trademark portfolios containing thousands of trademarks, both domestic and foreign, for clients including major apparel manufacturers, energy industry clients, pharmaceutical, medical equipment makers, entertainment industry, and technology companies, among others. He regularly reviews and counsels on proposed marketing and advertising campaigns and product packaging.

Paul also represents clients in the prosecution and defense of numerous trademark and copyright infringement claims, including injunction actions in federal courts and opposition and cancellation proceedings before the Trademark Trial and Appeal Board (TTAB), and disputes and other matters involving the Digital Millennium Copyright Act and ICANN'S Uniform Domain Name Dispute Resolution Policy, as well as other Internet-related matters.

Paul represents corporate and individual clients in commercial issues, including breach of contract, shareholder and partner disputes.

Paul has been a member of several not-for-profit boards, including the Legal Clinic for the Disabled, which provides no cost, direct legal services tailored to the needs of low-income individuals with physical disabilities.

Paul is a fellow of The Pepper Center for Public Service. The Pepper Center draws on the talents of the firm's retired partners and senior attorneys to wrestle with tough problems facing our communities. Through the Center, these attorneys study, analyze, and work to resolve problems that affect the lives of people in our communities.

REPRESENTATIVE MATTERS

- On behalf of a leading entertainment data and technology companies, settled on favorable terms a copyright infringement suit alleging infringement of numerous entertainment related copyrights.
- Represented a major apparel manufacturer in defense of Right of Publicity claims from alleged celebrities.

- Injunction against a false advertisement of claimed identity of client company and legacy.
- Provides defense under the Indian Arts and Crafts Enforcement Act of 2000.
- Handled numerous counterfeit seizures for a leading manufacturer of backpacks.
- Coordinated a nationwide counterfeit seizure and infringement program for international manufacturer of ball bearings.
- Represents apparel manufacturers in defense of fabric design copyright infringement claims.
- Intellectual property prosecution requirements and related transactional issues for thousands of trademarks in numerous fields, including for:
 - Major U.S. apparel manufacturers;
 - Largest U.S. manufacturer and retailer of maternity wear and accessories;
 - Nationwide discount store chain;
 - International petroleum and oil producer and retailer;
 - Oral fluid diagnostics company;
 - Large medical equipment manufacturer;
 - French-based yeast company with U.S. operations;
 - International supplier of manufactured diamond, cubic boron nitride, and polycrystalline products; and
 - Global manufacturer of interface technology solutions for the automotive, mobile communications, and telecom markets.

AWARDS

- *Super Lawyers®*: Pennsylvania (2004-2021)
- *Chambers USA*: Intellectual Property, Pennsylvania (2019-2025)
- *Best Lawyers in America®*: Copyright Law (2013-2026), Litigation – Intellectual Property (2025-2026)
- *Best Lawyers in America®*: “Lawyer of the Year” Berwyn, Copyright Law (2019, 2023)
- White Hat Award, Legal Clinic for the Disabled (2007)
- Recognized as a leading trademark attorney in *World Trademark Review 1000 – World's Leading Trademark Professionals* (2019, 2024-2025)

TOP AREAS OF FOCUS

- Intellectual Property
- Trademark + Copyright

ALL AREAS OF FOCUS

- Intellectual Property
- Marketing + Advertising
- Natural Resources
- Retail
- Trademark + Copyright

PROFESSIONAL/COMMUNITY INVOLVEMENT

- Hearing Committee Member, Disciplinary Board of Supreme Court of Pennsylvania
- From 1994 to 2003, Paul was a member of the board of directors of the Legal Clinic for the Disabled, the only organization in the Philadelphia area dedicated exclusively to providing no cost, direct legal services tailored to

the needs of low-income individuals with physical disabilities; from 1996 through 2001, he was president of its board and is presently a member of its advisory board

- Member, board of trustees, Malvern Preparatory School (Malvern, Pa.)
- Member, National Constitution Center Corporate Council

EDUCATION AND CERTIFICATIONS

EDUCATION

- Villanova University Charles Widger School of Law, J.D., 1983, member, *Villanova Law Review*
- London School of Economics and Political Science, M.S., 1979, economics and public policy
- American University, B.A., 1978

BAR ADMISSIONS

- Pennsylvania

COURT ADMISSIONS

- U.S. District Court, Middle District of Pennsylvania (1986)
- U.S. District Court, Eastern District of Pennsylvania (1983)

SPEAKING ENGAGEMENTS

- Speaker, "Navigating the IP Landscape: Intellectual Property Issues, Strategies, and Management for In-House Counsel," Troutman Pepper Webinar, October 25, 2023.
- Moderator, "Concerns for the Digital Age," Troutman Pepper CLE Webinar, April 19, 2023.
- Panelist, "When the CEO Calls," Troutman Pepper CLE Webinar, February 24, 2022.