

Fisher Broyles

Name: Christopher Turk

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Practice Areas: Intellectual Property; International; Internet & eCommerce; Litigation — Civil Pretrial and Trial Services; Litigation & Risk Mgmt; Trademark Prosecution

Bar Admissions: Pennsylvania; U.S. District Court, Eastern District of Pennsylvania

Education: Notre Dame Law School; J.D., 1997; University of Scranton; B.A., M.A., 1993

Experience: VF Corporation; Blank Rome LLP

Chris focuses his practice on protecting clients' intellectual property (IP) through the acquisition, registration, and enforcement of trademarks, copyrights, domain names, trade secrets and other non-patented assets. Over 20 years in practice Chris has represented a variety of U.S. and overseas clients ranging from large multi-national companies to small start-ups and individuals. His experience ranges from working as an Examining Attorney at the United States Trademark Office, to an AM Law 100 firm, and working in-house leading a large trademark and copyright team at a Fortune 250 apparel manufacturer. This corporate experience on the other side of the client/attorney relationship allows Chris to quickly recognize what brand owners want and how to effectively deliver it.

Chris assists his clients in building the value of their IP by counseling on domestic and international trademark selection and prosecution, copyright registration, domain name acquisition and portfolio management, trade secrets, and transactional due diligence. Counseling clients on creating and protecting product trade dress is also one of Chris's strengths, honed from his deep experience in the apparel and consumer products field. Chris also has significant experience assisting clients monetize their assets through licensing, promotional agreements and co-branding arrangements. He assists clients on the business aspects of managing IP portfolios and budgets, such as choosing counsel and vendors to maximize resources, streamlining internal processes, and standardizing reporting metrics.

Brand Enforcement is one of Chris's strengths that he utilizes to protect clients' rights. He has significant experience developing global IP and brand protection strategies for clients, along with the experience to

implement those strategies through the use of litigation, UDRPs, DMCA take-downs, U.S. Customs enforcement processes, and coordinated efforts to remove unauthorized products from third-party websites such as Alibaba, Amazon, eBay, Etsy, and Taobao.

Chris counsels clients on enforcing and defending against trademark and copyright infringement claims before Federal District Courts and the United States Trademark Office. He also has experience representing clients in trade secret and false advertising matters and misappropriation of trade secrets, and in disputes involving e-commerce and internet domain litigation. Additionally, Chris advises clients on advertising issues and claims, as well as general review of marketing materials for IP issues.

Overall, Chris Turk provides the type of intellectual property counseling companies need in a competitive global marketplace. His vast experience in Intellectual Property matters and Brand Enforcement is invaluable to companies and individuals seeking strategic advice and creative solutions to effectively manage all aspects of their IP portfolio.

Presentations & Teaching Experience

- “Recent Trends in Counterfeiting Cases” – Co-presenter at Lawline’s CLE Presentation (NYC, February 1, 2018)
- “Anti-Counterfeiting: Enforcement and Third-Party Liability” – Panelist and presenter at the International Trademark Association (INTA) Staying Ahead of the Curve Conference (Hong Kong, SAR, February 7, 2017)
- “Best Practices in Enforcement” – Presentation at MarkMonitor’s “Protecting Brands in the Digital World” Summit (NYC, April 12, 2016)
- “Protecting and Enforcing Color Marks: An International Perspective” – Panelist at INTA’s Annual Meeting (San Diego, CA, May 6, 2015)
- “10,000 and Counting... Domain Management – Is the Best Defense a Good Offense?” – Presentation at MarkMonitor Summit (London, U.K., November 14, 2015)
- “Working Trademarks into the M&A Process: Tips for Spotting Issues and Working Collaboratively in a High-Pressure, Short-Deadline World” – Panelist at INTA’s Annual Meeting (Hong Kong, May 13, 2014)
- “Social Media and Identity Theft” – Moderator and panelist at INTA’s In-House Luncheon and Seminar - INTA Annual Meeting (Washington D.C., May 5, 2012)

- “Social Media Risks” – Moderated panel at the Pennsylvania Bar Institute's (PBI) Annual IP Seminar (Philadelphia, PA, March 29, 2012)
- “In-House Counsel Speak: dealing with in-house clients and outside firms in a time of heightened economic scrutiny” - Panelist at PBI's 3rd Annual IP Law Institute. (Philadelphia, April 15, 2010)
- “Trademark Search & Clearance: Traps and Tips” – Presentation to PBI's Business Law Institute (Philadelphia, November 5, 2009)
- “Ten Tips on TTAB Practice” – Panelist at PBI's second IP Law Institute (Philadelphia, March 6, 2009)
- “Working Effectively With Outside Counsel” – Panelist at INTA's In-House Trademark Counsel Forum (NYC, March 2, 2009)
- “Considerations in Worldwide Registration Strategies” - INTA Presentation to the trademark examination corps at the U.S. Patent and Trademark Office (Alexandria, VA, October 16, 2007)